

UNION SQUARE PARTNERSHIP ANNUAL REPORT 2021





CHAMPIONING UNION SQUARE'S RECOVERY

Dear Community Partners,

“Challenging” seems both an accurate and yet inadequate word to describe the last year as we confronted - as a nation and as a community - a series of crises from public health and economic dislocation to reckonings over racial justice and equity. Through it all, the Union Square Partnership played an important role in seeking to keep residents and businesses informed and connected, guiding them to resources, and working with relevant city agencies to support the district.

What started as a COVID response turned to a COVID recovery agenda and by the fall of 2020, we released the #USQNext District Recovery Plan. This plan was aimed at accelerating the resumption of business activity and introducing quality of life improvements to continue the upward trend the neighborhood was enjoying prior to the pandemic.

UNION SQUARE-14TH STREET HAS DEMONSTRATED INCREDIBLE RESILIENCE OVER THE PAST YEAR, AND THE DISTRICT IS WELL-POSITIONED TO REBOUND

This year’s Annual Report is organized around the five pillars of the recovery plan, including reemphasizing core services like sanitation, beautification, and public safety coordination, bolstering our marketing efforts, and pursuing exciting new projects in the bold District Vision Plan released this past January.

Most important, we would like to take a moment to express gratitude for the tireless dedication of frontline workers and essential service providers who kept our city functioning and to acknowledge the loss of loved ones that has affected so many. We hold each of you in our hearts.

With spring blooming in our area, vaccinations on the rise, and life returning to our new normal, we are encouraged by a sense of optimism and promise for the future of the Union Square-14th Street district. We look forward to welcoming everyone back to the Square, to more re-openings and new openings, and to the return of social gatherings and office workers in the coming weeks and months ahead.

We are proud to serve this community and we are steadfastly committed to its bright and swift recovery.



We are committed to championing the district’s recovery through the vital programs outlined in our #USQNext District Recovery Plan.

William D. Abramson *Lynne P. Brown*
William D. Abramson **Lynne P. Brown**
Co-Chair (LDC) Co-Chair + President (BID)

Jennifer E. Falk
Jennifer E. Falk
Executive Director

#USQNEXT ACTION ITEM CORE SERVICES

We have and will continue to maintain a strong commitment to our core services, which have roots in the BID's early efforts to revitalize the neighborhood during times of fiscal crisis.

ACTION ITEMS

- **Keep the entire district clean, sanitary, and in a state of good repair** by prioritizing the Clean Team's work to maintain public spaces and streetscape elements. Fulfill the BID's clean and safe mandate by removing trash and graffiti, sweeping and power washing sidewalks and plazas, and maintaining amenities like public seating areas.
- **Reinforce healthy best practices** within Union Square Park and other public spaces by deploying friendly signage and other design elements. Encourage the use of face coverings, social distancing, and hand sanitizing to reinforce the notion that Union Square is a safe and clean place to enjoy.



USP's core service programs add vibrancy, cleanliness, and beauty to Union Square-14th Street.

- **Keep the Park and district green and thriving** through our landscaping program. Maintain Union Square Park attributes like the Center Lawn, park and pathway gardens, and stone screened seating areas, and add additional plantings to hanging light pole pots and planters throughout the district.
- **Invest additional resources** in sanitation and public safety coordination as needed to respond to evolving conditions, including quality of life issues.

- **Actively communicate with relevant City agencies** on neighborhood conditions, needs, and action items to be addressed, including our partners at the NYPD, the City's Departments of Parks + Recreation and Transportation, and GrowNYC's Greenmarket team.
- **Heighten response efforts** to address neighborhood conditions efficiently and effectively through our street teams and outside partners. This work includes increased monitoring of the district and focused communications with key community members.



USP is working hard to spruce up public spaces that visitors can enjoy safely in the warmer months ahead.

OUR WORK



162K+

Bags of
Trash
Collected



19K+

Graffiti +
Stickers
Removed



24

Clean Team
Staff Working
7 Days a Week



190

Street Trees +
Planters
Cultivated



125

Trash
Receptacles
Maintained



218

Light Pole
Banners



76

Holiday
Lights

WHAT WE'RE WORKING ON NEXT

- **Warmer Months Ahead:** The USP operations team is focused on making the district ready to welcome visitors and employees back to the Square. We'll be reopening all our public bistro seating areas and continuing to make targeted investments where improvements are needed.
- **Street Activity:** The operations team will also continue to work closely with partners at the NYPD and other relevant agencies to advocate for services for those in need as well as address quality of life issues at street level and within the park.

#USQNEXT ACTION ITEM COMMERCIAL MARKET SUPPORT

USP is supporting community-wide efforts to attract and retain owners and tenants of every sector while ramping up programs aimed at driving foot traffic to the neighborhood.

ACTION ITEMS

- **Feature Union Square-14th Street's commercial advantages** in the enhanced Commercial Market Report. The 2021 report highlights Union Square's resilience in the face of the pandemic, celebrates a roster of new businesses that have opened since January 2020, exciting new developments, and top commercial and retail tenants that continue to bet on Union Square.
- **Promote prime retail availability** in the Biz + Broker Quarterly Report, which features a variety of spaces across the district in an easy-to-read map, and highlights some of the best opportunities to locate a business around Union Square-14th Street.



USP launched the Commercial Market Report and Q1 Biz + Broker Quarterly Report in March 2021.

- **Celebrate development milestones** such as the newly complete 44 Union Square restoration, Zero Irving's Tech Training Center, which is on track to open in 2021, a new boutique hotel under construction on 16th Street, and new residential condos coming soon to Sixth Ave and 14th Street.

- **Expand capacity for real-time data collection, tracking, and district assessment** through new urban data platforms. These resources provide greater insights into mobility, retail, demographic, and visitor trends that support USP's economic development work.
- **Amplify programs that drive foot traffic**, such as the Union Square Greenmarket, the district's diverse outdoor eateries, public art installations, and other safe events and activities across the neighborhood.
- **Advocate for business-friendly policies**, in partnership with the NYC BID Association and other industry organizations, that support the commercial and retail sector's ability to rebound.

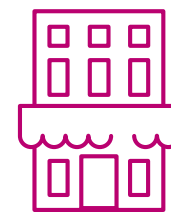


Outdoor dining drives foot traffic to our local eateries and enlivens public spaces and streetscapes across the district.



USP has amplified Union Square-14th Street's diverse retailers throughout the pandemic, highlighting opportunities to support local businesses.

OUR EDGE



1M
Square Feet of
Planned Development

\$850M+
Invested in Planned
Development

150+
Outdoor Eateries

36
New Businesses Opened
+ Coming Soon

WHAT WE'RE WORKING ON NEXT

- **Promoting Leasing Opportunities + News:** Upcoming Biz + Broker Quarterly Reports and other communications will feature newly available spaces and announce the latest leases signed.
- **Welcoming New Businesses:** USP is planning new initiatives to promote and welcome new retailers, and other development projects coming soon to Union Square-14th Street.

#USQNEXT ACTION ITEM MARKETING + COMMUNICATIONS

Our marketing and communication efforts focus on promoting local businesses and emphasizing the vibrant and active unique-to-Union Square attributes that make our neighborhood shine.

ACTION ITEMS

- **Increase digital communication efforts** more than ever before. Since the start of the pandemic, USP has utilized online platforms to promote local tourism in the neighborhood and at local businesses, sharing over **75 dedicated email blasts**, posting on social media twice daily for a total of over **2,500 social posts**, and creating **website and blog content** to promote industry-specific stories, special promotions, holidays, and more.
- **Stress the “Union Square Together” message**, focusing on personal stories and experiences that communicate the pride we and our neighborhood partners take in working together to strengthen our community.



USP promotes neighborhood spots that are #OpenForBusiness, like outdoor dining, retail shopping, movie and theater entertainment, and fitness studios.

- Place heavier emphasis than ever before on **garnering positive promotional media attention** for the district and our partners. We have worked with our Public Relations firm to secure tourism, hospitality, and real estate attention from local, regional, and national media, garnering over 50 media placements in outlets like the *Wall Street Journal*, *Commercial Observer*, *AM New York*, and more.
- Continue to spotlight local businesses and institutions that have had a notable or **inspiring social action response** to COVID-19 and the racial justice movement. Use our marketing and communications platforms to amplify their positive messages, relevant information, and ways to make a difference.

amny

CRAIN'S
NEW YORK BUSINESS

AXIOS

The Village Sun
REAL NEWS FOR THE COMMUNITY
www.thevillagesun.com

COMMERCIAL OBSERVER

THE WALL STREET JOURNAL

- **Implement an improved Customer Relationship Management (CRM) database** to boost capacity for outreach and communication to our partners, helping us to quickly share relevant information and more effectively promote our neighborhood's unique offerings.



OUR REACH

*Annually

2,555

Social Media Posts*

24,741

Facebook Followers

29,750

Instagram Followers

19,184

Twitter Followers

58,909

Unique Website Visitors*

8,046

Newsletter Subscribers

WHAT WE'RE WORKING ON NEXT

- **REUNION SQUARE:** USP is developing a new Union Square-focused marketing campaign to encourage the return of office workers as well as entice visitors to make the district their “reunion” spot this summer through local “day-cations” and “stay-cations”.
- **Outdoor Events:** As restrictions lessen and vaccination rates rise, the USP Team will re-launch small-scale events in a safe way. Passive programs like jazz concerts, public art installations, and fun photo-ops will add to the vibrancy and activity at street level.

#USQNEXT ACTION ITEM PARTNERSHIPS + COMMUNITY SUPPORT

At the core of our work are the partnerships we create and foster to ensure the vitality of the Union Square–14th Street District. We continue to work to maintain our existing relationships as well as strengthen and develop new ones throughout the community and City as a whole.

ACTION ITEMS

- **Increase Foot-traffic:** USP utilizes the regional draw of the Greenmarket along with many unique-to-Union Square shopping and dining destinations to encourage supporting local businesses. And with the return of the Urbanspace Holiday Market this coming season, we anticipate an influx of pedestrian activity in Union Square.
- **Community Events:** Over the last year, Union Square Partnership has hosted a slew of public programs aimed at benefitting the community. These included flu shot clinics, blood drives, and PPE distribution for our small businesses.



Executive Director Jennifer Falk and Director of Operations Thomas DiRusso on their first district walk with the new Commanding Officer of the 13th Precinct, Deputy Inspector Figueroa.

- **Growing Tech Neighborhood:** With the nearing completion of the Zero Irving Tech Training Center, a natural job creator for the neighborhood, USP’s team has remained involved in all planning aspects and continues to form relationships with other players in the tech sector.
- **Championing Community Impact:** With local institution Con Edison stepping up to produce PPE equipment early-on, USQ restaurateur Luca Di Pietro launching the Feed the Frontlines initiative, and Gadi Peleg of Breads Bakery donating fresh-baked goods to Greenmarket Farmers daily, USP is proud to champion and amplify the good work of our Union Square partners.



USP, in partnership with the New York Blood Center, has hosted over 50 community blood drives in the past year.

OUR IMPACT

 **100s**

Of hours spent educating businesses on quickly changing regulations and making referrals for assistance with grant and loan applications

70,000

PPE Units Distributed to Local Businesses

4,500+

Lives Saved at USQ Community Blood Drives

100+

Community Flu Shot Vaccinations

WHAT WE’RE WORKING ON NEXT

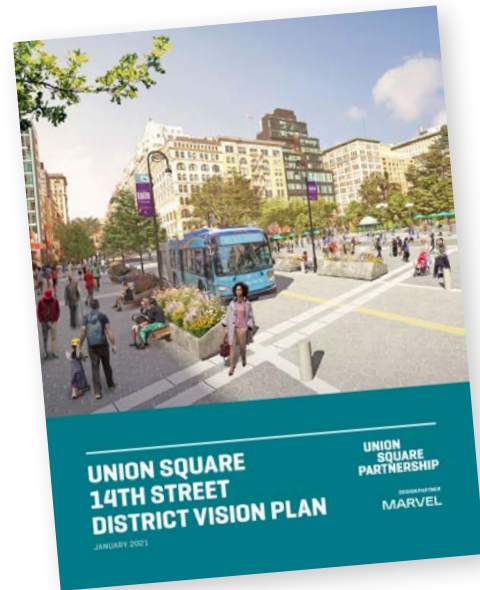
- **Continuing Partnerships:** USP will continue its work with organizations including the NYC BID Managers Associations, the Manhattan Chamber of Commerce, and other strategic non-profit institutions, to advocate for Union Square as the City works towards recovery.
- **Workforce Development:** USP will work with public and private partners to increase workforce development programming to increase access to jobs and business ownership for underrepresented communities. This commitment comes from a series of DEI workshops that the USP team participated in, led by the City’s Department of Small Business Services.

#USQNEXT ACTION ITEM PLANNING + DESIGN

USP’s bold new Vision Plan for Union Square-14th Street establishes a blueprint for future planning and design, programming, and investment for the coming decades.

ACTION ITEMS

- **Get feedback on the Vision Plan** from the Union Square community. USP has hosted four “Community Conversations” with residents, workers, and neighborhood partners, presented to our local Community Boards, and met with relevant City agencies to discuss the plan details and next steps.
- **Advance public realm design projects** that respond to the Vision Plan’s goals and objectives, including concepts for coordinated public space and streetscape furniture and public art installations to enhance the pedestrian environment and support business activity.
- **Amplify the Vision Plan’s positive economic impact** as a driver for long-term business recovery. USP is conducting an analysis to estimate the plan’s economic benefits and to target which projects to prioritize based on need, impact, and funding eligibility.



USP launched the Union Square-14th Street District Vision Plan in January 2021.

To read the report, and learn more about implementation and next steps, visit unionsquarenyc.org/vision

- **Promote the Vision Plan** through public events and media outreach. To date, over 20 local and national media outlets have featured the plan, sparking discussions about the possibilities for public space and street design in our district, New York City, and beyond
- **Align public realm projects with City initiatives** including the City’s Department of Parks + Recreation’s Parks Without Borders program, the Department of Transportation’s Plaza Program, the 14th Street Busway, and plans for the pedestrianization of Broadway.



The Vision Plan aims to improve pedestrian access, relieve congestion, and provide additional space for art and programming.

OUR FUTURE



33%

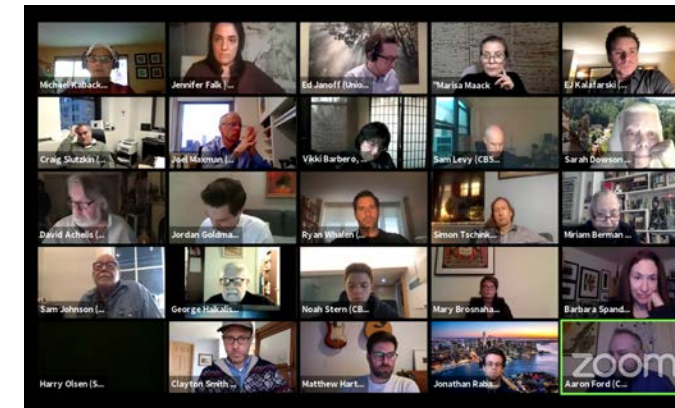
Proposed Increase in Open Space

600+

Community Attendees at Plan Launch Events

20+

Media Outlets Featured The Plan



USP hosted a series of “Community Conversations” to share updates on the Vision Plan, gather feedback, and discuss next steps.

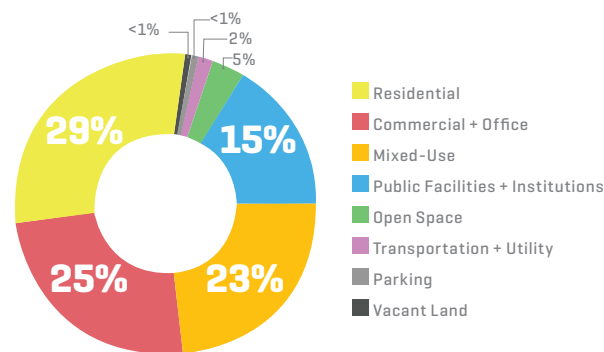
WHAT WE’RE WORKING ON NEXT

- **Public Space Activations:** USP is planning a series of public space projects, including prototypes for new street seating, and a mural along the 14th Street Busway that features a message of social justice and inclusion.
- **Design Development:** Working with a consultant team, USP will study the economic and traffic impacts of the project ideas in the vision and create a master plan for the streetscape furniture elements.

ECONOMIC SNAPSHOT

There are strong economic indicators that the Union Square-14th Street district will not only continue its upward trajectory, but also thrive as one of the City's best neighborhoods to live, work, and invest in.

MIXED-USE NEIGHBORHOOD



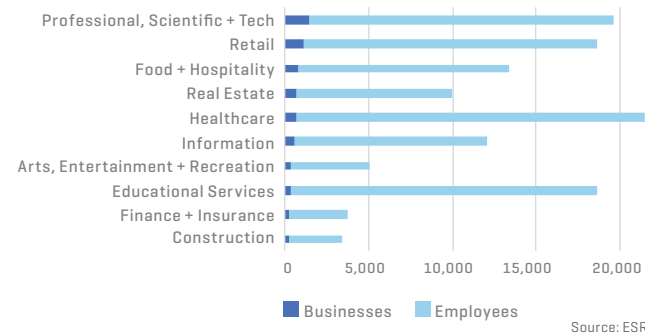
Source: NYC Dept. of City Planning

Union Square-14th Street is a true mixed-use neighborhood with over **9,400 businesses**, including over **1,800 retailers**, and **73,000 residents** within a 1/2-mile radius. Its **2:1 employee to resident ratio** contributes to the district's 24/7 vibrancy.



Union Square-14th Street has over **142,000 employees**, and is home to **high-profile institutions** and prominent commercial and retail tenants across a range of sectors. The **rich mix of employers** includes local anchors such as Con Edison, New York University, The Strand, and The New School, and national companies including Adobe, Facebook, Netflix and Spotify, to name a few.

TOP EMPLOYMENT SECTORS



DEVELOPMENT MILESTONES

Investment remains strong, with over **\$850 million** committed to projects across the commercial, residential, and health sectors, totaling over **1 million square feet** of new development. Additionally, there are more than **200 residential units** in development. We are excited to share a number of development highlights since January 2020:

- The newly restored landmark Tammany Hall, completed in 2020, has introduced a new architectural icon at **44 Union Square**.
- Zero Irving's Tech Training Center** is on track to open in Spring 2021. The project will introduce 550 jobs to the area, and will include a food hall operated by **Urbanspace** on the ground level.
- Commercial expansion and renovation at **122 Fifth Avenue** will include new retail, expected to open in 2021, and office space in 2022.
- Construction is underway for an 88-room boutique hotel at **16 East 16th Street**, designed by BKSK, the architecture firm behind the Tammany Hall restoration. The hotel is expected to open in 2023.
- Permits have been filed for an 11-story mixed-use building at **31 East 17th Street**, also designed by BKSK.
- Two new residential condo buildings will open in 2021 including the Forena, a 50-unit condo at **540 Sixth Avenue** designed by Morris Adjimi, and a 44-unit condo at **101 East 14th Street** designed by ODA.

36 NEW BUSINESSES

Since January 2020, Union Square-14th Street has welcomed, or will welcome soon, **36 new businesses, including a diverse offering of retail, restaurants, and services. Of this list of businesses, five relocated to new or upgraded spaces within the district.**

EATERIES

- 15EAST
- @ Tocqueville
- 787 Coffee
- American Dream Gourmet Deli
- Blossom on University
- Cafe Salmagundi
- Chito Gvrito
- Cutlets Sandwich Co
- Fields Good Chicken
- FIFTYLAN US
- Gorin Ramen
- Isabelle's Osteria
- Kyuramen
- La Mia Pizza
- Little Italy Pizza III
- Poke Bowl
- Salt Bae
- Tamam
- Tio Pio
- Trutea
- Yellow Rose

RETAILERS

- Books of Wonder
- Concepts
- Happy Socks

SERVICES

- Chase Bank
- dntl bar
- Looks Threading Salon
- PeopleDoc by Ultimate
- QQ Nails + Spa
- Spa de Rehoboth
- T-Mobile



COMING SOON

- Coyote Ugly [2021]
- Lids [2021]
- Rookie [2021]
- Sephora [2021]
- Urbanspace Food Hall [2021]
- Target [2023]

2020 YEAR IN REVIEW



JANUARY

The Union Square neighborhood started off the new year with the grand opening of Chase Bank on Union Square West, the first of its kind featuring community gathering space and a partnership with local roasters Joe Coffee Company.



FEBRUARY

2020's Union Square Sweat Fest showcased over 100 local health + fitness partners at a series of six signature workout events.

FEBRUARY

Bus lanes are red, the M14 is blue, USP gave out sweet treats to say "bus riders, we love you!" To celebrate Valentine's Day and the launch of the 14th Street Busway, we surprised the 6,000+ new daily riders with lollipops at bus stops along 14th Street.



FEBRUARY

More than 250 participants joined us for workouts at brand new gyms Rowgatta, Complete, and GRIT BXNG, and neighborhood favorites Paragon Sports, CorePower Yoga, and SWERVE Fitness.



FEBRUARY

Mayor de Blasio and the City's Department of Sanitation handed out reusable totes to New Yorkers in Union Square, announcing the start of the new plastic bag ban across the City.



MARCH

At the start of the COVID-19 pandemic, USP launched an online COVID-19 District Resource Center to share relevant updates with Union Square's residents, businesses, and visitors that could have been impacted.



MARCH

GrowNYC's Union Square Greenmarket remained open as an essential business during the pandemic. The market operated with added safety rules in place, letting locals shop outdoors with peace of mind.



MARCH

As we do each year, we deep cleaned the neighborhood by power washing all along 14th Street and throughout the Park. Public plazas, stone walls, planters, blocks, and high-traffic corners were continually cleaned on a rotating schedule all spring and summer long.



MARCH

Union Square's Clean Team worked hard to ensure that the Park and public plazas remained safe, by scrubbing and disinfecting high-touch surfaces including benches, trash receptacles, and transit kiosks.





APRIL

USP's landscaping team continued essential spring maintenance work to ensure the Park's lawns bloom beautifully during the warmer summer months.



MAY

Union Square Partnership staff remained on-site regularly throughout the pandemic. Here, Executive Director Jennifer Falk and Deputy Director Ed Janoff are overseeing and lending a hand in power washing the Park's pathways.



APRIL

Union Square's dedicated Clean Team works hard each day to keep the district clean. They remove 180,000 bags of trash from the neighborhood each year, and replace receptacles annually with new Dynasty trash cans.



APRIL

This year marked Earth Day's 50th anniversary, half a century since thousands gathered in Union Square for the inaugural Earth Day parade in 1970. Union Square and our Greenmarket have remained a site of activism for sustainability ever since.



JUNE

USP hosted our first-ever virtual Annual Meeting, presenting important district updates to the community, and hosting special guest Dr. Dwight McBride for his first speaking engagement as President of The New School.



DR. DWIGHT A. MCBRIDE
President, The New School



JUNE

Union Square has been a venue for public demonstrations in pursuit of social change for generations – a legacy that USP cherishes and upholds. We are proud that our streets and public spaces are at the forefront of the fight for racial justice, and we feel a deep responsibility to make sure that remains a hallmark of this community.



JUNE

In the wake of events following the grievous death of George Floyd, Union Square was the site of numerous peaceful protests, marches, and demonstrations for the Black Lives Matter movement this summer.



JUNE

The Daryl Roth Theatre used their building as a canvas for important Black Lives Matter messages. Artist Steve Espo Powers displayed inspiring quotes from notable figures in the black community including Maya Angelou, Alice Walker, and Dr. Martin Luther King Jr.

JUNE

Partnering with the New York Blood Center, USP hosted a series of blood drives through the summer, fall, and winter, to provide vital donations to hospitals across the City. With 50 total drives hosted at the Daryl Roth Theatre and GFP Realty, our Union Square Blood Drives have hosted over 1500 participants whose donations have saved over 4700 lives.



JUNE

USP partnered with the City's Department of Small Business Services to distribute over 70,000 free face masks to Union Square small businesses in need. We are grateful to Paragon Sports who volunteered to help us distribute these essential PPE materials.

JUNE

We are grateful for our local elected officials' tireless work to remain active in our community during the crisis. Manhattan Borough President Gale Brewer and District 2 Councilmember Carlina Rivera took to the streets to encourage completing the census and to distribute valuable information on COVID-19 safety.



JUNE

Outdoor dining began in June, adding a whole new look and feel to Union Square's streets and public spaces. USQ's restaurants innovated to take over sidewalks and parking spots with a slew of beautiful and safe dining set-ups.



JUNE

As the City moved into Phase 2 of reopening, indoor shopping began again in Union Square, with many retailers operating with added safety measures like face masks, social distancing guidelines, capacity caps, and sanitizer stations.



JULY

The City's Department of Parks + Recreation's conservation team worked to restore, clean, and maintain historic statues and artworks in Union Square Park. The team repointed masonry joints and cleaned the bronze reliefs on the Independence Flagstaff, and applied protective coating to our bronze statues of Washington, Lafayette, Lincoln, and the Mother and Child.



AUGUST

High School sophomore Iskander Khan gave back in a big way by designing, printing, and delivering free contactless QR code menus for local restaurants across Union Square, helping them adapt to the new world of safe dining.



AUGUST

Theater performances returned to the neighborhood with the opening of the Vineyard Theatre's Busking Project featuring Bill Irwin. His spoken-word comedy brought laughter to the streets, and we're excited for his return in Spring 2021.

SEPTEMBER

Even with the landscape of the City looking different due to the pandemic, a slew of brand-new businesses have opened in Union Square, a total of 36 new businesses since the start of the pandemic. We are ecstatic to welcome new businesses like Gorin Ramen, Café Salmagundi, Isabelle's Osteria, 15 East @ Tocqueville, Concepts, DNTL Bar, and more.



AUGUST

Long-time neighborhood partner Starbright Floral Design generously stepped up to contribute a selection of planters to be used by Union Square restaurants to beautify outdoor dining areas. Newsbar on University Place was one of many to take advantage of the partnership.



AUGUST

Bistro seating returned to Union Square, in the Broadway Pedestrian Plaza between 17th and 18th Streets. Tables, chairs, and umbrellas were rolled out with new safety measures like 6-foot distancing and Clean Team members dedicated to sanitizing and maintaining the area daily.



SEPTEMBER

Breads Bakery's Gadi Peleg stepped up at the beginning of the pandemic to donate fresh-baked goods to Greenmarket Farmers, and continues to deliver his goodies to farmers every Monday, Wednesday, Friday, and Saturday in Union Square.



SEPTEMBER

The USP Operations team's Tom DiRusso and McLawrence Glynn are on site daily to ensure the district is safe, clean, vibrant, and beautiful.



SEPTEMBER

Continuing our ongoing and collaborative work to improve quality of life conditions in our area and connect those in need to services, USP is in constant contact with our partners at the NYPD. Here, USP facilitates an on-site meeting between NYPD and GrowNYC Greenmarket staff.



OCTOBER

In honor of the newly completed 44 Union Square building, the Lenape Center hosted a blessing ceremony for the restored and renovated former Tammany Hall. The Lenape Center worked closely with BSKS Architects on the design of the building's turtle-shaped glass dome.



OCTOBER

USP celebrated fall's best holiday with a safe and socially distant children's Halloween event in the Broadway Plaza. Local families took in-costume portraits in our pumpkin patch and got sweet treats and goodies along our Trick or Treat Trail.



SEPTEMBER

The Zero Irving Tech Training Center celebrated topping out construction on the 21-story building on 14th Street. Progress is underway on the structure's interior and glass-clad facade, with construction expected to be complete this spring 2021.



OCTOBER

As the City's recovery moved forward, USP launched #USQNext, a 5-point recovery plan that outlines the key actions USP is taking to champion the Union Square-14th Street district's recovery.

OCTOBER

People gathered in Union Square to celebrate the election of President Joe Biden and Vice President Kamala Harris. The outpouring of joy was palpable throughout the City and this Reuters image made several Top 10 or 20 lists of iconic 2020 photo moments.



OCTOBER

In partnership with Mount Sinai Health System, USP hosted two community flu shot clinics, providing free flu shots to over 100 USQ community members.

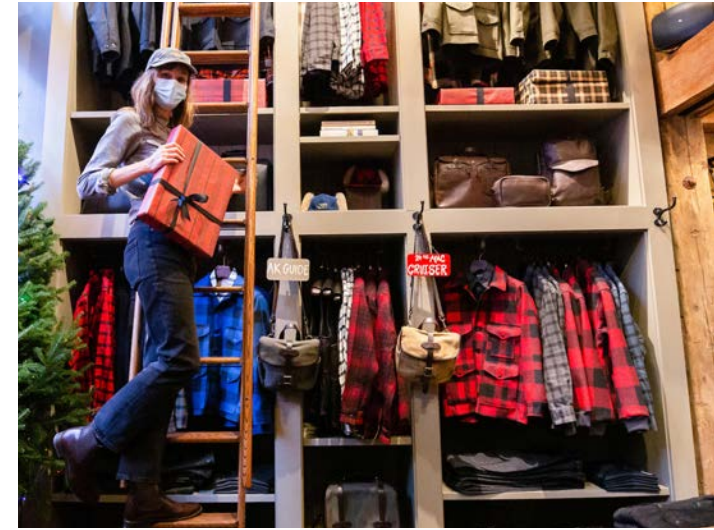


NOVEMBER

The hit holiday series Dash & Lily premiered on Netflix, prominently featuring holiday shopping at the Strand Bookstore and a visit to last year's Union Square Holiday Market.

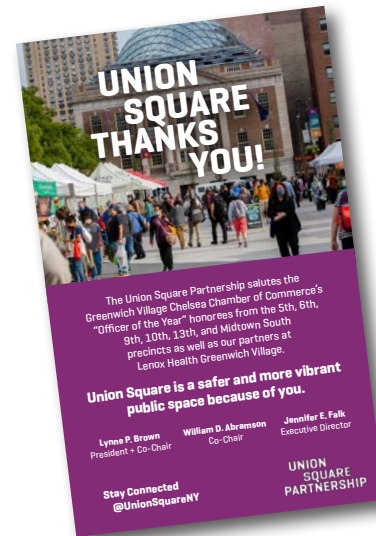
NOVEMBER

The USP landscaping team worked to spruce up the district in anticipation of a beautiful spring season. We planted daffodil, allium, and lily bulbs along the transverse paths, George Washington statue gardens, and the park perimeter, in hopes of watching these perennial bulbs bloom in 2021.



DECEMBER

USP participated in the first-ever Greenwich Village-Chelsea Chamber of Commerce Safe City Safe Streets Luncheon, presenting awards to outstanding police officers that keep Union Square safe.



DECEMBER

Union Square small businesses went big this holiday shopping season! Many of our retailers decked the halls with festive décor and offered special deals for holiday customers. We'll be shopping small and supporting local all through 2021!



AUDITED FINANCIAL STATEMENTS

UNION SQUARE PARTNERSHIP DISTRICT MANAGEMENT ASSOCIATION, INC.

STATEMENT OF FINANCIAL POSITION

ASSETS	2019	2020
CASH + EQUIVALENTS	\$698,451	\$843,276
DUE FROM AFFILIATE	31,362	14,315
PREPAID + OTHER ASSETS	10,946	2,856
TOTAL	\$740,759	\$860,447

LIABILITIES/NET ASSETS

LIABILITIES	\$32,947	\$194,928
NET ASSETS-UNRESTRICTED	707,812	665,519
TOTAL	\$740,759	\$860,447

STATEMENTS OF ACTIVITIES (IN-KIND)

SUPPORT + REVENUE	2019	2020
CONTRIBUTIONS	\$2,400,000	\$2,600,000
GRANTS	45,277	26,728
OTHER REVENUES	20,445	32,853
TOTAL	\$2,465,722	\$2,659,581

EXPENSES

MARKETING + PROMOTIONAL	\$341,017	\$276,788
SAFETY	200,392	204,851
SANITATION	1,148,052	1,242,241
COMMUNITY IMPROVEMENTS	521,595	473,324
ADMINISTRATION	387,360	504,670
TOTAL	2,598,416	2,701,874
INCREASE/[DECREASE] IN NET ASSETS	\$(132,694)	\$(42,293)

SUMMARY OF FINANCIAL STATEMENTS DATED DECEMBER 10, 2020
PREPARED BY SKODY SCOT & COMPANY CPAS PC. A COPY OF THE COMPLETED
AUDITED FINANCIAL IS AVAILABLE UPON REQUEST.

UNION SQUARE PARTNERSHIP, INC.

STATEMENT OF FINANCIAL POSITION

ASSETS	2019	2020
CASH + EQUIVALENTS	\$1,171,357	\$1,386,037
CONTRIBUTIONS RECEIVABLE	99,711	-
PREPAID + OTHER ASSETS	14,569	50,976
TOTAL	\$1,285,637	\$1,437,013

LIABILITIES/NET ASSETS

LIABILITIES	\$58,825	\$224,005
NET ASSETS-UNRESTRICTED	\$1,215,350	\$1,213,008
NET ASSETS-RESTRICTED	11,462	-
TOTAL	\$1,285,637	\$1,437,013

STATEMENTS OF ACTIVITIES (IN-KIND)

SUPPORT + REVENUE	2019	2020
CONTRIBUTIONS	\$723,928	\$762,036
GRANTS	25,278	26,728
OTHER REVENUES	128,711	207,899
TOTAL	\$942,832	\$1,128,144

EXPENSES

UNION SQUARE PARK MAINTENANCE	\$517,299	\$897,107
UNION SQUARE PARK RESTORATION	38,710	42,140
MARKETING + PROMOTIONAL	56,315	42,140
ADMINISTRATION	121,987	160,562
TOTAL	\$734,311	\$1,141,949
INCREASE/[DECREASE] IN NET ASSETS	\$208,521	\$(13,805)

SUMMARY OF FINANCIAL STATEMENTS DATED MARCH 1, 2021
PREPARED BY SKODY SCOT & COMPANY CPAS PC. A COPY OF THE COMPLETED
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

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

Tiffany Ong
1 Irving Place

Robert Pettenato
Con Edison

Christina Poon
W New York-Union Square

H. Jay Wisnicki
Claremont Square
Condominiums

Ex-Officio

Hon. Bill de Blasio
Mayor, City of New York

Hon. Gale Brewer
Manhattan Borough President

Hon. Jonnel Doris
Commissioner,
Small Business Services

Hon. Carlina Rivera
Council Member, District 2

Hon. Scott Stringer
Comptroller, City of New York

Non-Voting Members

Susan Kent
Community Board 2

Alysha Lewis-Coleman
Community Board 3

Vikki Barbero
Community Board 5

Kyle Athayde
Community Board 6

LOCAL DEVELOPMENT CORPORATION OFFICERS OF THE BOARD

Co-Chair

William D. Abramson
Buchbinder & Warren

Treasurer

Nicholas N. Haines
Bromley Companies

BOARD OF DIRECTORS

Zachary Blank
Paragon Sports

Jeff T. Blau
The Related Companies

Mary Garvin
Union Square Hospitality Group

Ken Giddon
Rothmans New York

Tokumbo Shobowale
The New School

Herb Streng
Orda Management

OUR STAFF



Executive Director
Jennifer E. Falk



Deputy Director/ Chief of Staff
Ed Janoff



Director of Operations
Thomas DiRusso



Operations Coordinator
McLawrence Glynn



Director of Marketing + Events
D'Arcy Sampson



Director of Finance
Tawana Springer



Director of Planning
Tali Cantor



Marketing + Events Associate
Sage Ferdinand



Marketing Intern
Asha Richardson



Marketing Intern
Sina Sidibe



Planning Intern
Jennifer Reyes



Planning Intern
Matthew Rivas

CLEAN TEAM SUPERVISORS

Mamadou Ndiaye Jr.
Inza Konate

UNION SQUARE CLEAN TEAM

Claudio Almonte
Yoro Ba
Boukaroue
Benghali Cisse
Mamadou Deme
Falou Diagne
Mamadou Diakite

Assine Dieudone
Khadi Diop
Saliou Diop
Saliou Diop
Mbara Diouf
Samba Doucoure
El Shafey El Sayed
Badara Gassama
Samba Houdou
Gombila Ibdobu
Mor Lo

Leticia Mazkia
Gade Ndiaye
Yero Ndiaye
Serigne Ngou
Mouhamadou Sall
Mohamadou Sidibe
Babou Toure



CONTRACTORS + VENDORS

4 Imprint
 6 Precinct Community Council
 9 Precinct Community Council
 13 Precinct Community Council
 A Plus Messenger Service, Inc
 ADP
 Airespring Inc.
 Amazon
 American Express
 Association for a Better New York
 AT&T
 Barbara Zammarchi
 BDS Marketing LLC
 BerlinRosen
 Big Belly Solar
 Buckhurst Fish Jacquemart Inc.
 C2 Imaging
 Candid Worldwide, LLC
 Community Media LLC
 Corporate Biznis, Inc
 Crain's New York Business
 Crestline
 Deborah Buyer Law
 Digital Zone
 Duggal Visual
 Ecological Landscape Management
 Electrical Illuminations By Arnold, Inc
 Go Daddy
 Guardian-Bethlehem
 Haskell Brokerage Corp.
 HEEDGROUP
 HMWhite
 International Downtown Association

Intersection Media, LLC
 Kelco Construction, Inc.
 Kompan
 Liz Ligon Photography
 Logical Deductions
 M & N Cleaners 14
 MailChimp
 Manhattan Chamber of Commerce
 New York State Insurance Fund
 Nonprofit Coordinating Committee
 NY Times.Com
 NYC BID Association
 NYC Community Media
 NYC Dept of Parks & Recreation
 NYS Department of Law
 OSD Outside LLC
 Oxford Health Plans
 Philadelphia Insurance Companies
 Placer Labs Inc
 Play Solutions Inc.
 Prestone Press, LLC
 ReadyRefresh by Nestle
 Robert Suta
 Shade Systems Inc.
 ShelterPoint Life Insurance
 Skody Scot & Company, CPAs
 Sprout Social
 SquareSpace
 Staples Business Advantage
 Streetplus
 Tamis Corporation
 The Friends of the 13thPrecinct
 The Greenwich Village
 Chelsea Chamber
 ThoughtMatter LLC
 Tower Cleaners

Transit District Four
 TransitChek
 Victor Stanley, Inc
 Western Pest Services
 zoom



GET CONNECTED



Let's get back together in Union Square. Stay informed and connect with the USQ community:

- Share your good neighborhood news with us
- Follow us on all Twitter, Instagram, Facebook + LinkedIn
- Share our e-newsletters
- Spread positive district messages
- Join us on our REUNION SQUARE campaign launching this Summer



@UNIONSQUARENY
#UNIONSQUARENY
#USQNEXT

UNION SQUARE PARTNERSHIP

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 our work and opportunities in Union Square, visit unionsquarenyc.org.

DISTRICT MAP

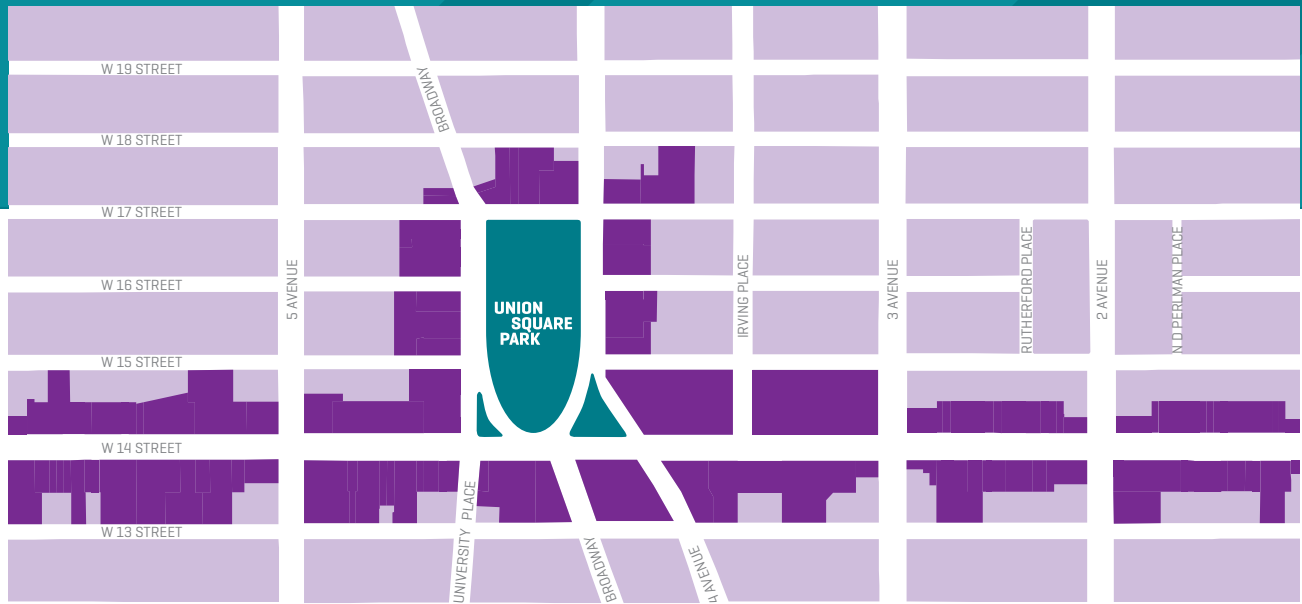


Photo Credits: Andrew Kelly, Jane Kratochvil, Liz Ligon,
Howard Sherman, Carey Wagner
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