OVER THE LAST YEAR, UNION SQUARE HAS CONTINUED TO SERVE AS A SOURCE OF HOPE, INSPIRATION...
AND A WHOLE LOT OF ENERGY.
Whether it’s our work to address quality of life issues, or our efforts to improve our public spaces, our goal is to amplify what makes our neighborhood an unparalleled place to live, work and visit.

A BALANCE OF REFUGE AND ACTIVISM
We’ve also showcased Union Square’s rich history as a place of assembly and free speech through our large-scale public art installations, and enhanced Union Square Park, a place where many find sanctuary within our bustling neighborhood, through our beautification program.

A BEACON FOR TOURISM AND COMMERCE
We’ve supported community-wide efforts to attract new employers and tenants of every sector while ramping up programs aimed at driving foot traffic to the neighborhood. And we’ve played an important role in keeping residents and businesses informed and connected, guiding them to resources, and working with relevant city and state agencies to support our area.

WITH A BOLD VISION FOR THE FUTURE
Most important, we’ve used our time during this crisis wisely. We’ve been strategically pushing forward with our community and agency partners on our District Vision Plan work, and putting in motion projects to improve the streetscape and lighting, as well as add greenery and trees - many, many more trees - throughout the district.

NOW THAT’S WORTH CELEBRATING
We hope that as you read on, you will feel the energy and excitement we have for this work. Please reach out via email at info@unionsquarenyc.org or social media @UnionSquareNY to learn more. We look forward to hearing from you and seeing you around the Square!

Lynne P. Brown
Co-Chair + President (BID)

Jennifer E. Falk
Executive Director

William D. Abramson
Co-Chair (LDC)

Lynne P. Brown
Co-Chair + President (BID)

Jennifer E. Falk
Executive Director
USP maintains a strong commitment to our core services, which are the foundation of our work, and have roots in the BID’s early efforts to revitalize the neighborhood during times of crisis.

### ACTION ITEMS

- Keep the district clean, welcoming, and in a state of good repair by prioritizing the Clean Team’s work to maintain public spaces and streetscape elements. USP fulfills the BID’s clean and safe mandate by removing trash and graffiti, power washing sidewalks and plazas, maintaining amenities like public seating areas, and more.
- Keep the park and district green and thriving through our landscaping program. USP maintains Union Square Park attributes like the center lawn, pathway gardens, and stone screened seating areas and adds plantings to planters throughout the district.
- Actively communicate with relevant City agencies on neighborhood conditions that need to be addressed, including our partners at the NYPD, the City’s Departments of Parks, Sanitation, and Transportation, as well as GrowNYC’s Greenmarket team, to name just a few of our partners we communicate with daily.
- Support the renovation of the dog run, including excavating and grading, new drainage, and hexagonal asphalt pavers, which were selected by the Friends of Union Square Park Dog Run. USP made a generous contribution towards the completion of this project.
- Develop a community guide to address local quality of life issues. The resource provides instructions for reporting issues through 3-1-1, the best ways to get in touch with public safety partners, and opportunities to participate at community meetings to stay up to date and voice concerns.
- Quality of Life Action Plan: USP is moving forward with a series of action items to enhance our core services program in response to the quality of life issues at street level and within the park. To complete this work, we will be hiring an additional Operations staff member, and increasing the number of sanitation services personnel.
- Active + Vibrant Public Spaces: The USP Operations team is focused on making the district ready to welcome visitors and employees back to the Square. In the Spring, the team will reopen our public bistro seating areas, including a new seating area, and will continue to make targeted investments where improvements are needed.

### OUR WORK

<table>
<thead>
<tr>
<th>Service</th>
<th>Quantity</th>
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<tbody>
<tr>
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<tr>
<td>Light Pole Banners</td>
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</tr>
<tr>
<td>Holiday Lights</td>
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</table>

USP regularly reports quality of life issues to 3-1-1 and follows up with relevant agencies to ensure they are addressed.

The foundation of our core services program is our Operations team. They focus year-round on addressing cleanliness and quality of life issues that arise.
USP continues our 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**
- Promote the economic indicators that Union Square-14th Street continues to stand out as a leading neighborhood in commercial and retail investment. The 2022 Commercial Market Report highlights positive trends including rising foot traffic, the roster of new businesses that have opened since January 2020, and exciting new commercial tenants choosing to locate in Union Square.
- Highlight the prime retail opportunities across Union Square-14th Street in the Biz + Broker Quarterly Report, which features a variety of spaces in an easy-to-read map, and the latest leasing news across the district.
- Welcome new commercial tenants that have signed leases in Union Square. New companies include leaders in the tech, healthcare, and finance sectors, with over 313K SF of office space leased.
- Showcase development milestones such as the near-complete Zero Irving Tech Training Center, which is on track to open in 2022, renovated and expanded commercial and ground floor retail spaces at 122 Fifth Avenue, a new boutique hotel under construction on 16th Street, and residential condos soon to be complete at Sixth Ave and 14th Street.
- Continue to utilize urban data platforms that support USP’s economic development work through real-time data collection, tracking, and assessment in the areas of visitor trends, mobility, demographics, and land use.
- Amplify community events and programs that drive foot traffic, such as the Union Square Greenmarket, diverse outdoor eateries, public art installations, theater openings, and other safe activities across the neighborhood.
- Advocate for business-friendly policies, in partnership with the NYC BID Association, the Mayor, the NYC Department of Small Business Services, and other industry organizations that support the commercial and retail sector’s ability to rebound.

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

**OUR EDGE**

- 83K+ SF of Commercial Space Leased
- 313K+ SF of Commercial Space Leased
- $2.2B of GDP Contributed by USQ Jobs, Business + Commercial Properties
- 80 New Businesses Opened Since Jan 2020 + Coming Soon
- 91% Foot Traffic Recovery (compared to 2019)

Microsoft announced it was consolidating its NYC presence at 120-122 Fifth Avenue, leasing 150K SF of office space. Union Square’s rich mix of amenities played a large part in their decision to relocate.
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 online communication efforts more than ever before. USP is utilizing online platforms to promote local events and hospitality, sharing over 69 dedicated email blasts, posting on social media twice daily for a total of over 2,264 social posts, and creating website and blog content to promote industry-specific stories, special promotions, holidays, and more.

- In partnership with the digital marketing agency HEEDGROUP, USP launched the REUNION SQUARE digital marketing effort. The campaign targeted potential visitors in all five boroughs and the immediate region. It highlighted Union Square as a thriving and safe place to reunite with friends, family, and colleagues. The campaign will continue in year two with it’s all “happening here” message.

- Place heavier emphasis than ever before on garnering positive promotional media attention for the district and our partners. USP is working with BerlinRosen, our public relations firm, to secure tourism, hospitality, and real estate attention from local, regional, and national media, garnering media placements in outlets like Travel+Leisure, Time Out, Fast Company, 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. We are using our marketing and communications platforms to amplify their positive messages, relevant information, and ways to make a difference.

- 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.

- Marketing Partnerships: USP is working with online platforms like Yiftee and Sesame as well as amplifying in-person events at area venues, with the goal of driving foot traffic, consumer spending, and positive attention to the Square.

- Outdoor Events: Summer in the Square will be back this summer after a pandemic hiatus with a focus on children’s programming, lunchtime jazz concerts, public art installations, and fun photo-ops that will add to the vibrancy and activity at street level.

**OUR REACH**

*Annually*

- 2,264 Social Media Posts
- 34,504 Instagram Followers
- 19,824 Twitter Followers
- 94,781 Unique Website Visitors
- 26,565 Facebook Followers
- 8,016 Newsletter Subscribers

**WHAT WE’RE WORKING ON NEXT**

- The REUNION SQUARE campaign reached over 2.1 million people, and increased visitorship to USP’s website and social media platforms.

As we eased out of pandemic restrictions, USP promoted district partners as they reopened including dining, shopping, entertainment, fitness studios, and more.
Our community partnerships ensure the vitality of the Union Square–14th Street District and remain at the core of our work. We work closely with our local and City partners and continue to build new relationships to strengthen our programming and community support.

**ACTION ITEMS**

- Ramp up events and public programs to benefit the community, including flu shot clinics in partnership with Mount Sinai Hospital, blood drives in partnership with New York Blood Center, district walking tours to showcase Union Square’s unique offerings, and volunteer days to paint the street mural along the 14th Street Busway.
- Amplify Union Square’s outdoor markets, including GrowNYC’s Greenmarket, which operates four days a week year-round, and the Urbanspace’s Holiday Market, to draw foot traffic to local businesses across the district. With the return of the Holiday Market in 2021 after a pandemic hiatus, foot traffic to Union Square surpassed pre-COVID levels.
- Champion businesses that support local and diverse hiring initiatives. USP is working with the Zero Irving Tech Center and Urbanspace, the food hall’s operator, to maximize exposure to opportunities for Minority + Women-Owned Business Enterprise (M/WBE) vendors and first-time entrepreneurs. USP also provides resources to new businesses with information about local hiring and other NYC Small Business Services programs.
- Partnerships Focused on District Recovery: USP is continuing to work closely 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.
- Support innovative and meaningful public art in the Square. USP commissioned “Collective Vision,” the inaugural street mural along the 14th Street Busway by the artists GERALUZ + WERC, that featured images of nature and unity. USP also partnered with ConfrontART to host the moving installation, SEEINJUSTICE, featuring 12-foot bronzed sculptures of George Floyd, Breonna Taylor, and Congressman John Lewis.

### OUR IMPACT

**100s**
- Of hours spent educating businesses on changing regulations and making referrals to business assistance

**7,000+**
- Lives Saved at USP Community Flu Shot Vaccinations

**100+**
- Community Blood Drives

**108%**
- Foot Traffic to the 2021 USQ Holiday Market (compared to 2019)

**7,500 SF**
- Of Street Mural Painted by Community Volunteers

### WHAT WE’RE WORKING ON NEXT

- **Launch Age-friendly Resource Guide:** USP is compiling a guide with local health and wellness services, as well as entertainment, shopping, and dining deals for community members 55+ to take advantage of across the district.
- **Reinforce Workforce Development Opportunities:** USP is working with public and private partners to promote skills training and career development initiatives, as well as local hiring opportunities for any new corporate employers.
USP’s bold Vision Plan for Union Square-14th Street establishes a blueprint for future planning and design, programming, and investment in the short term and into the coming decades.

**ACTION ITEMS**

- Update the community on the District Vision Plan’s progress and next steps. Since launching in early 2021, USP met with over 600 community members to get feedback on the plan at “Community Conversations” with residents, workers, and neighborhood partners, presentations to our local Community Boards, and meetings with relevant City agencies.
- Advance the Vision Plan’s public realm projects through a Streetscape + Lighting Master Plan. The plan maps out locations for upgraded tree pits, planter’s seating, bike racks + bus stop amenities, and lighting upgrades to improve pedestrian safety, and enhance the district’s public spaces and architectural features.

**WHAT WE’RE WORKING ON NEXT**

- **Public Space Activations**: This summer, USP is rolling out new seating areas, enhanced landscaping, the second annual mural along the 14th Street Busway, and hosting an Oonee Pod Mini, a prototype for safe bike storage.
- **Park Upgrades**: In partnership with NYC Parks, USP will develop a Union Square Park infrastructure plan that includes upgraded utilities, irrigation, and bathrooms amenities, as well as a preservation plan of the entire district’s tree canopy.
- **Align public realm projects with City urban design and planning initiatives including the Department of Parks + Recreation’s Parks Without Borders program, the Department of Transportation’s Plaza Program, the 14th Street Busway, and enhanced street design for Broadway and University Place.
- **Advocate for immediate street safety improvements around Union Square.** USP is working with NYC DOT to identify opportunity areas for short-term improvements to pedestrian crossings, bike lanes, and signage to reduce conflicts between vehicles, pedestrians, and cyclists.

**OUR FUTURE**

- 100+ New street lights as part of the Vision Plan
- 33% Proposed increase in open space
- 150+ New trees as part of the Vision Plan
Strong economic indicators show that Union Square-14th Street 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**

Union Square-14th Street is a true mixed-use neighborhood with 9 million SF of real estate, including over 9,400 businesses, 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.

**TOP EMPLOYMENT SECTORS**

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, Mount Sinai, NYU, and The New School, and in 2021, industry leader Microsoft announced plans to locate its new HQ in Union Square.

**REAL ESTATE + COMMERCIAL HIGHLIGHTS**

Investment in Union Square-14th Street remains strong, with over $850 million committed to projects across the commercial, residential, health, and education sectors, totaling over 1 million SF of new development. We are excited to share development and real estate highlights since January 2021:

- More than 310K SF of commercial space has been leased since January 2021, including 150K SF for Microsoft’s new HQ, 25K SF for Melio, the first tenant to sign at the Tech Center, and 13K SF for Union Square Ventures.
- Commercial expansion and renovation at 120-122 Fifth Avenue will include new retail and office space, expected to open in 2022. Allbirds, the sustainable shoe + clothing retailer, recently opened on the ground floor.
- Zero Irving’s Tech Training Center is on track to open in 2022. The project will introduce 550 jobs to the area and will include a food hall operated by Urbanspace on the ground level.
- 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.
- NYU announced plans to relocate the Wagner Graduate School of Public Service to its formerly administrative office space at 105 East 17th Street. It plans to open to its 864 students and 200+ faculty members in Fall 2024.

**ECONOMIC SNAPSHOT**

Since January 2021, Union Square-14th Street welcomed 36 new businesses and an additional 10 have announced plans to open soon. These include a diverse range of retail, restaurants, and services. Of this list of businesses, five relocated or are planning new or upgraded spaces within the district.

**EATERS**

- 787 Coffee
- Beyond Wok
- Coyote Ugly
- Cutlets
- FITTYLYAN
- HipCityVeg
- Little Rebel
- Mad for Chicken
- Mezeh Mediterranean Grill
- NAYA
- PLNT Burger
- The Ready Rooftop Bar @ the Moxy Hotel
- Starbucks
- Sona
- Tacos Güey
- Unregular Pizza

**SERVICES**

- All About Hair
- Fly E-Bike
- Fully Vested
- Home Yoga
- Hot Tipt Nail
- JDR
- Summit Health
- QQ Nail Spa
- Stretch Zone

**COMING SOON**

- AT&T
- CVS
- MedRite
- Panda Express
- Petco
- Subway
- Taco Bell
- Target
- Urbanspace Food Hall
- Whole Foods’ Food Hall

**RETAILERS**

- 3rd Ave Dollar & More
- Allbirds
- Bulbs NYC
- Cure Thrift
- Daily Thread
- Five Below
- Intissimi
- Lids
- Rookie
- Sephora
- UI One Market
USP partnered with the Union Square Greenmarket to ensure that the market remained in operation throughout the pandemic. Always a popular destination, meaningful moments like this proposal added a festive and celebratory element to market operations.

USP partnered with the Urban Design Forum to host a comprehensive presentation of the District Vision Plan with 250+ attendees. USP then followed up with several smaller “Community Conversations” events to gather specific feedback on the plan.

USP’s Operations Team hit the ground running, working hard to remove snow and ice during several snow events. Their hard work keeps the Square safe and moving year-round.

The Union Square Partnership kicked off the new year with the release of its long-anticipated District Vision Plan. The plan, featured in the Wall Street Journal, proposed a 33% increase in public open space as well as improved accessibility and streetscape amenities throughout the district.

The 14th Street-Union Square station displayed TRAVELS FAR, a memorial to the MTA employees lost to COVID-19. The portraits paid respect to the 111 transit workers who dedicated their lives to moving New Yorkers around the city and the region.

Executive Director Jennifer Falk + Director of Operations Tom DiRusso regularly surveys district conditions. Here they are meeting with the 13th Precinct’s new Commanding Officer Deputy Inspector Figueroa and his team.

The VISION
This VISION Plan reflects USP’s broader objectives for:
- Foster a vibrant, rich, evolving and inclusive urban experience
- Achieve 33% increase in public open space

Celebrate the diverse community of
14th Street and surrounding neighborhoods.
Make Union Square the next
Great Square and vibrant place to live, work, and play.

JANUARY
FEBRUARY
JANUARY
FEBRUARY

YEAR IN REVIEW

2021
FEBRUARY
USP Board Members toured construction in progress at Zero Irving, viewing the Tech Center spaces and the location of Urbanspace’s food hall.

MARCH
The district’s five movie theaters reopened to welcome back cinema lovers of all ages. Many used the time during the pandemic to make improvements to their spaces.

MARCH
USP’s Clean Team prepares the district each spring with a deep clean including power washing outdoor furniture, high-traffic corners, the park’s stone walls, and more.

APRIL
New Yorkers came together in response to attacks against NYC’s AAPI community. These vigils sought justice for Asian hate crime victims and honored the memories of the lives impacted and lost.

APRIL
As the weather warms up, the district’s street furniture receives a fresh coat of paint. This is part of the vital capital work USP undertakes every year.

APRIL
The first live performance after the city’s initial shutdown took place in Union Square when Blindness opened at the Daryl Roth Theatre.
APRIL

USP’s 2021 Commercial Market Report highlighted Union Square-14th Street’s key strengths, retail opportunities, and numerous positive indicators of the area’s continued economic growth.

MAY

Warm weather means spring blooms in Union Square. The landscaping team at Kelco arrived with new plantings to give the park a pop of color in the new season.

APRIL

USP reopened all of the district’s public seating areas in the park and plazas. Our lime green bistro furniture made the perfect spot for a quick break!

MAY

One of New York City’s best playgrounds is located right in the center of Union Square Park: Evelyn’s Playground. USP funds NYC Parks’ work to make necessary repairs.

MAY

Spring weather brought visitors back to the neighborhood to enjoy the Union Square Greenmarket!

MAY

At our Annual Meeting, USP presented GrowNYC Director of Greenmarket Michael Hurwitz with our Community Appreciation Award for his 15 years of service. USP also presented the annual Norman Buchbinder Community Service Award to Tarallucci e Vino’s Luca & Isabella Di Pietro for their Feed the Frontlines NYC Initiative. The effort provided meals to frontline workers and others in need while also supporting restaurant industry jobs.
MAY
USP celebrated the long-anticipated opening of Freehold in the Park, the seasonal restaurant at the north end of the park, the perfect place for outdoor celebrations.

MAY
After two years of renovations that began before the pandemic, USP was thrilled to welcome back Irving Plaza, which reopened with The Strokes.

MAY
USP’s striking new banners highlighted the REUNION SQUARE campaign with fun messages about dining, shopping and enjoying togetherness in the Square.

JUNE
Council Member Carlina Rivera joined the USP and Sephora teams to cut the ribbon and welcome Sephora to its new location at 40 East 14th Street.

JUNE
Union Square playground attendant, Dazia Laws, joined the team as part of NYC Parks’ Kids In Motion program, aiming to engage kids in active play. The position is funded by USP.

JUNE
We wished a fond farewell to USP Clean Team Supervisor Mamadou Ndiaye after seven years of incredible service. The moment was bittersweet as we wished him well as he embarked on his next career to become a NYC police officer.
JUNE

The NYC community came together to celebrate the essential workers who have kept this city running over the past year. The NYC BID Association was honored with a place along the parade route for BID’s collective service to the city.

JUNE

USP and NYC Parks’ Art in the Parks program welcomed MIDAB’s “The Only Other.” The large-scale steel installation is on view in the Triangle Plaza until June 2022.

JULY

The USP team, area elected officials, and community volunteers installed “Collective Vision,” a street mural within the pedestrian areas of the 14th Street Busway. The artwork, designed by celebrated street artists GERALUZ + WERC, highlights the timely themes of nature, unity, and resilience.
SEPTEMBER
USP, in collaboration with NYC Park’s Art in the Park Program + ConfrontART, unveiled SEEINJUSTICE. Conceived by artist Chris Carnabuci, the installation featured three 12-foot bronze sculptures of George Floyd, Breonna Taylor + Congressman John Lewis.

AUGUST
Citi launched Taste of Tennis, an event offering foodies + tennis fans alike an opportunity to support incredible chefs from around New York. The public had a chance to get a taste of specialty dishes served by chefs from restaurants around Union Square.

SEPTEMBER
225 Park Avenue South installed premium scaffolding and improved lighting from Urban Umbrella around their building. USP encourages property owners to utilize the program as the structures look great + keep pedestrians safe.

AUGUST
Executive Director Jennifer Falk and GrowNYC’s Aquilino Cabral spoke with aspiring entrepreneurs from The Fresh Air Fund’s Youthful Savings Marketplace program to learn more about the teens’ small business aspirations and share knowledge about the myriad of ways USP + GrowNYC support the community.

OCTOBER
NYC Parks’ Monuments Division completed its annual restoration work in the park. After proper cleaning, the team applied a protective coating to the park’s bronze statues of Washington, Lafayette, Lincoln, and the James Fountain.

OCTOBER
USP kicked off the next phase of District Vision Plan work with a streetscape + lighting site visit with our partners from Starr Whitehouse + Arup. USP team members highlighted areas in need of improvement and the district’s unique attributes to inform the consultants’ work.
OCTOBER
The USP team was proud to receive an Award of Excellence from the International Downtown Association for the Union Square-14th Street District Vision Plan. We are grateful for this recognition for our work in partnership with Marvel on a bold plan for the future success of our neighborhood.

OCTOBER
USP teamed up with Mount Sinai Health System to offer free flu vaccinations to the community hosted at Paragon Sports.

OCTOBER
Director of Planning Tali Cantor led a walking tour highlighting the elements of the District Vision Plan during Open House New York.

OCTOBER
To address the urgent need for blood in our city, USP has hosted 75+ blood drives in partnership with the New York Blood Center at several locations including Tarallucci e Vino and the W New York-Union Square. Thanks to these efforts, Union Square community members helped save over 7,000 lives this year.

NOVEMBER
The Union Square Holiday Market by Urbanspace returned after a pandemic hiatus. The 2021 market drew shoppers to the district and overall foot traffic and sales were higher than their 2019 performance.
NOVEMBER
Our Union Square Holiday Kickoff event featured our custom family holiday photo experience, performances from The New York Belles, DR2’s Rescue Rue + DJ Trax, sweet treats from Ole & Steen US and Breads Bakery, and free giveaways from USQ partners.

NOVEMBER
Our 12th Annual Community Opinion Survey showed that 98.5% of respondents reported high satisfaction with USP’s work across the areas of core services, public investments, community programming, marketing, and communications. We are so grateful for your support!

DECEMBER
The team met with Starr Whitehouse and Arup to continue discussions about streetscape conditions in the district, updates to street furniture, lighting upgrades and where it is possible to add more greenery and trees. Conceptual designs will be released in 2022.
DECEMBER
The year ended on a high note when Microsoft announced plans to consolidate their NYC presence at 120-122 Fifth Avenue, leasing 150K SF of office space.

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

DECEMBER
Holiday shoppers made this a very happy holiday shopping season in Union Square!

DECEMBER
The year ended on a high note when Microsoft announced plans to consolidate their NYC presence at 120-122 Fifth Avenue, leasing 150K SF of office space.

JANUARY
NYC Small Business Services Commissioner Kevin Kim joined Executive Director Jennifer Falk and the PLNT Burger team, including Chef Spike Mendelsohn, for the ceremonial ‘first bite’ to open their first NYC location in the one and only Union Square. This is just the beginning of the great things to come in 2022.
### UNION SQUARE PARTNERSHIP DISTRICT MANAGEMENT ASSOCIATION, INC.

#### STATEMENT OF FINANCIAL POSITION

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<tbody>
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#### NET ASSETS – UNRESTRICTED

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#### STATEMENTS OF ACTIVITIES (IN-KIND)

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#### INCREASE/(DECREASE) IN NET ASSETS

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### UNION SQUARE PARTNERSHIP, INC.

#### STATEMENT OF FINANCIAL POSITION

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<thead>
<tr>
<th>ASSETS</th>
<th>2020</th>
<th>2021</th>
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<tbody>
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<td>Cash + equivalents</td>
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<tr>
<td>Contributions receivable</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Prepaid + other assets</td>
<td>$10,813</td>
<td>$35,090</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$1,298,314</td>
<td>$863,255</td>
</tr>
</tbody>
</table>

#### LIABILITIES/NET ASSETS

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Liabilities</td>
<td>$375,039</td>
<td>$249,178</td>
</tr>
</tbody>
</table>

#### NET ASSETS – UNRESTRICTED

<table>
<thead>
<tr>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,019,275</td>
<td>$814,077</td>
</tr>
</tbody>
</table>

#### STATEMENTS OF ACTIVITIES (IN-KIND)

<table>
<thead>
<tr>
<th>SUPPORT + REVENUE</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$450,826</td>
<td>$126,250</td>
</tr>
<tr>
<td>Grants</td>
<td>$15,400</td>
<td>$15,400</td>
</tr>
<tr>
<td>Other revenues</td>
<td>$7,226</td>
<td>$720</td>
</tr>
<tr>
<td>Total</td>
<td>$473,452</td>
<td>$142,370</td>
</tr>
</tbody>
</table>

#### EXPENSES

<table>
<thead>
<tr>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Union square park maintenance</td>
<td>$150,147</td>
</tr>
<tr>
<td>Community improvements</td>
<td>$375,624</td>
</tr>
<tr>
<td>Marketing + promotional</td>
<td>$353,334</td>
</tr>
<tr>
<td>Administration</td>
<td>$353,334</td>
</tr>
<tr>
<td>Total</td>
<td>$667,185</td>
</tr>
</tbody>
</table>

#### INCREASE/(DECREASE) IN NET ASSETS

<table>
<thead>
<tr>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>$193,733</td>
<td>$212,879</td>
</tr>
</tbody>
</table>

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### SUMMARY OF FINANCIAL STATEMENTS DATED DECEMBER 14, 2021

Prepared by Skody Scott & Company CPAs PC. A copy of the completed audited financials is available upon request.

### SUMMARY OF FINANCIAL STATEMENTS DATED MARCH 1, 2022

Prepared by Skody Scott & Company CPAs PC. A copy of the completed audited financials is available upon request.
CONTRACTORS + VENDORS

Facebook  FedEx  FedEx
GERALUZ  Gringo
Greenwich Village  Chelsea Chamber
Go Daddy  Guardian
Hamblin Brokerage  HEDGROUP
HP
International Downtown Association
Intersection Media
Illuminations by Arnold
James Limo Planning + Development
Jane Kratschvil
Photography
Keko Construction
Kemp
Liz Ligon Photography
Logical Deductions
MB Equipment & Sales
MailChimp
Manhattan Chamber of Commerce
New York State Insurance Fund
New York Times
Nonprofit Coordinating Committee
NYC BID Association
NYC Community Media
NYC Parks
NYL
Open House New York
OSD Outside
Patrick Health Plans
Philadelphia Insurance Companies
Plaza Labs
Play Solutions
Prestige Properties, LLC
ReadyRefresh by Nestle
Rhapsody
Robert Suta
Sam Schwartz Engineering
Shade Systems Inc
ShelterPoint Life Insurance
Sherwin-Williams
Stoody Scott & Company, CPA
SkyPackets
Sprout Social
SquareSpace
Staples Business Advantage
Starlight Floral Design
Star Whitehouse Landscape Architects and Planners
Street Plans
StreetCheck
SurveyMonkey
Tamco Corporation
The Constellation Collective
ThoughtMatter LLC
Tower Cleaners
Transit District Four
TransitChek
Urban Arborists
Vistor Stanley, Inc
Western Past 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 social @UnionSquareNY to stay
- Share our e-newsletter
- Report quality of life issues to 3-1-1
- Join us at upcoming events

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@UNIONSQUARENY
#UNIONSQUARENY
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.