

UNION SQUARE PARTNERSHIP



ANNUAL REPORT 2022



OVER THE LAST YEAR, UNION SQUARE HAS CONTINUED TO SERVE AS A SOURCE OF HOPE, INSPIRATION...

A woman with long, dark, curly hair is singing passionately into a microphone. She is wearing a white, long-sleeved blouse with a large white scarf or ribbon draped over her shoulders. Her mouth is wide open, and her eyes are closed in a moment of intense performance. In the background, other people are visible, some pointing towards the camera, suggesting a public event or concert. The scene is outdoors with bright sunlight.

**AND A
WHOLE LOT
OF ENERGY.**



We can all agree that the impacts of the pandemic have gone on longer than most had anticipated. Through it all, the Union Square Partnership has played an important role in keeping Union Square-14th Street thriving. We are pleased to present to you USP's 2022 Annual Report, which highlights our extensive work throughout the district.

WELCOMING TO ALL

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 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.

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.

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!

William D. Abramson

William D. Abramson
Co-Chair (LDC)

Lynne P. Brown

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

Jennifer E. Falk

Jennifer E. Falk
Executive Director

#USQNEXT ACTION ITEM

CORE SERVICES

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.
- **Heighten response efforts** to address neighborhood conditions effectively through our street teams and outside partners. This work includes increased monitoring of the district and focused communications with key stakeholders like social service providers.



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.

- **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.



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

OUR WORK



95,382
Bags of Trash Collected



21,943
Graffiti + Stickers Removed



24
Clean Team Staff Working 7 Days a Week



190
Street Trees + Planters Cultivated



218
Light Pole Banners



79
Holiday Lights

WHAT WE'RE WORKING ON NEXT

- **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.

#USQNEXT ACTION ITEM COMMERCIAL MARKET SUPPORT

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.



In 2021, domestic foot traffic in Union Square reached 91% of pre-COVID levels, and this number continues to rise as large employers, shoppers, and tourists return.

- 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.



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 EDGE



\$2.2B

of GDP Contributed by USQ Jobs, Business + Commercial Properties

80

New Businesses Opened Since Jan 2020 + Coming Soon

313K+

SF of Commercial Space Leased

83K+

SF of Retail Leased

91%

Foot Traffic Recovery [compared to 2019]

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.

#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 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.



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.

- 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.



OUR REACH

*Annually

2,264

Social Media Posts*

26,565

Facebook Followers

94,781

Unique Website Visitors*

34,504

Instagram Followers

19,824

Twitter Followers

8,016

Newsletter Subscribers

WHAT WE'RE WORKING ON NEXT

- **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.

#USQNEXT ACTION ITEM

PARTNERSHIPS + COMMUNITY SUPPORT

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.



Community members, local elected officials, and partner organizations joined the USP team over five days to paint the vibrant new 14th Street mural, “Collective Vision.” This was one of three public art installations USP hosted in 2021.

- **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.



NYC Deputy Mayor Phil Thompson addresses the crowd gathered at the opening of ConfrontART’s SEEINJUSTICE in Union Square Park.

- **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 USQ Community Blood Drives

100+

Community Flu Shot Vaccinations

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.

PLANNING + DESIGN

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, planters, seating, bike racks + bus stop amenities, and lighting upgrades to improve pedestrian safety, and enhance the district's public spaces and architectural features.



USP launched the Union Square-14th Street District Vision Plan in January 2021. To read the report, and learn more about next steps, visit unionsquarenyc.org/vision

- **Amplify the Vision Plan's positive economic impact** on Union Square and the City as a whole. USP is working with economic advisors to produce *A Case for Investment in Union Square*, a study that reinforces the significant impact of public realm projects in terms of economic output, job creation, and public benefit.
- **Promote the Vision Plan through public events and media outreach.** The Vision Plan has received the International Downtown Association's Downtown Achievement Award and has been featured in dozens of national and international media outlets, 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 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

WHAT WE'RE WORKING ON NEXT

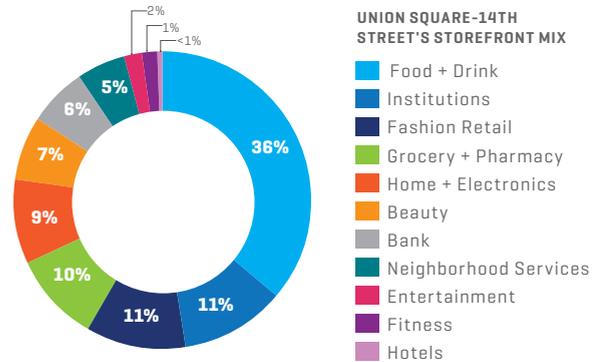
- **Public Space Activations:** This summer, USP is rolling out new seating areas, enhanced landscaping, the second annual mural along the 14th Street Busway, and hosting an Oonee Pod Mini, a prototype for safe bike storage.
- **Park Upgrades:** In partnership with NYC Parks, USP will develop a Union 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.

ECONOMIC SNAPSHOT

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

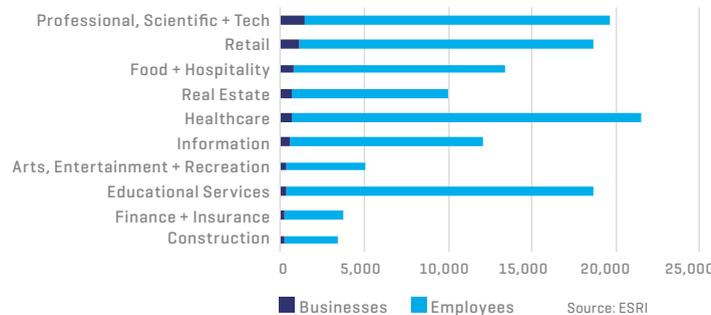


SOURCE: LiveXYZ

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.

46 NEW BUSINESSES

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.

EATERIES

- 787 Coffee
- Beyond Wok
- Coyote Ugly
- Cutlets
- FIFTYLAN
- 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

RETAILERS

- 3rd Ave Dollar & More
- Allbirds
- Bulbs NYC
- Cure Thrift
- Daily Thread
- Five Below
- Intimissimi
- Lids
- Rookie
- Sephora
- U One Market

COMING SOON

- AT&T
- CVS
- MedRite
- Panda Express

SERVICES

- All About Hair
- Fly E-Bike
- Fully Vested
- Home Yoga
- Hot Tips Nail
- JOKR
- Summit Health
- QQ Nail Spa
- Stretch Zone
- Petco
- Subway
- Taco Bell
- Target
- Urbanspace Food Hall
- Whole Foods' Food Hall

2021 YEAR IN REVIEW



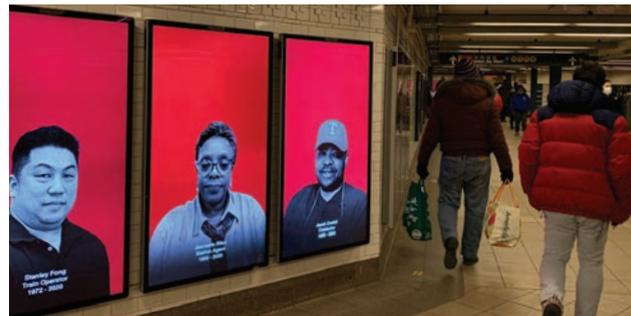
JANUARY

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.



JANUARY

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.



JANUARY

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.



FEBRUARY

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.



FEBRUARY

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.

FEBRUARY

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.



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

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

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

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 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!



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.



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!

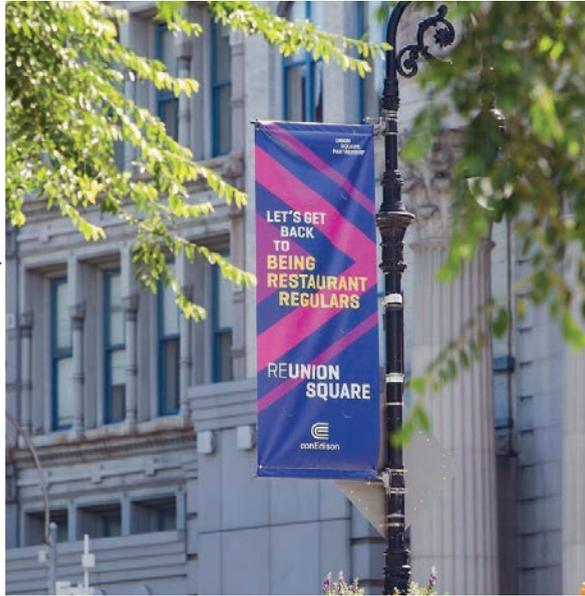
MAY

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



MAY

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



JUNE

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.



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

USP and NYC Parks' Art in the Parks program welcomed MIDABI'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.



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.





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.

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.



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.

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

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



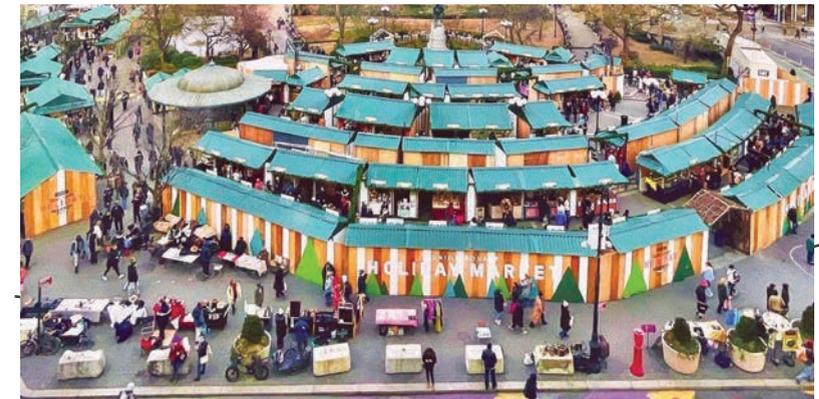
OCTOBER

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



OCTOBER

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



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!

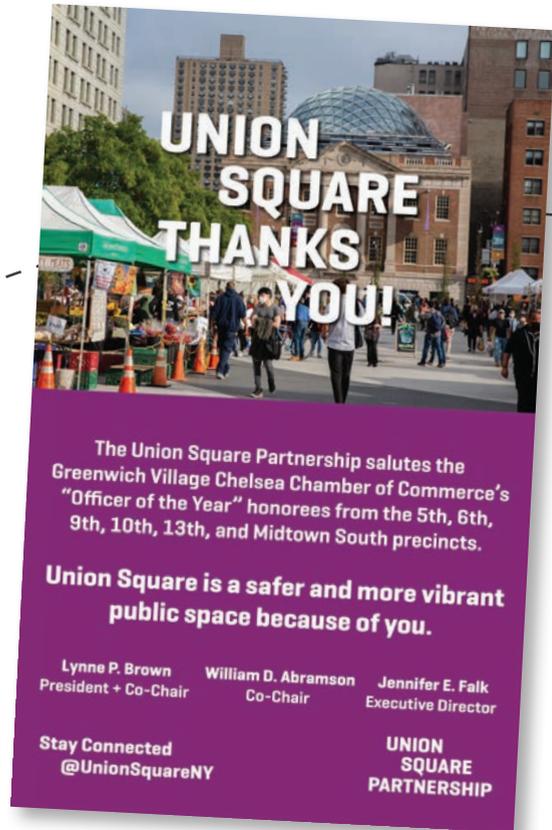


DECEMBER

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

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.**



AUDITED FINANCIAL STATEMENTS

UNION SQUARE PARTNERSHIP DISTRICT MANAGEMENT ASSOCIATION, INC.

STATEMENT OF FINANCIAL POSITION

ASSETS	2020	2021
CASH + EQUIVALENTS	\$892,286	\$1,581,490
DUE FROM AFFILIATE	\$216,211	\$7,500
PREPAID + OTHER ASSETS	\$5,999	\$10,533
TOTAL	\$1,114,496	\$1,599,523

LIABILITIES/NET ASSETS

LIABILITIES	\$364,677	\$249,178
NET ASSETS-UNRESTRICTED	\$749,819	\$1,350,345
TOTAL	\$1,114,496	\$1,599,523

STATEMENTS OF ACTIVITIES (IN-KIND)

SUPPORT + REVENUE	2020	2021
CONTRIBUTIONS	\$2,600,000	\$3,400,000
GRANTS	\$149,800	\$15,400
OTHER REVENUES	\$20,288	\$8,674
TOTAL	\$2,770,088	\$3,424,074

EXPENSES

OPERATIONS	\$1,524,442	\$1,449,185
COMMUNITY IMPROVEMENTS	\$434,588	\$615,358
PROMOTION	\$373,424	\$423,420
ADMINISTRATION	\$353,334	\$335,585
TOTAL	\$2,685,788	\$2,823,548
INCREASE/[DECREASE] IN NET ASSETS	\$84,300	\$600,526

SUMMARY OF FINANCIAL STATEMENTS DATED DECEMBER 14, 2021
PREPARED BY SKODY SCOT & COMPANY CPAS PC. A COPY OF THE COMPLETED
AUDITED FINANCIALS IS AVAILABLE UPON REQUEST.

UNION SQUARE PARTNERSHIP, INC.

STATEMENT OF FINANCIAL POSITION

ASSETS	2020	2021
CASH + EQUIVALENTS	\$1,298,314	\$828,987
CONTRIBUTIONS RECEIVABLE	-	-
PREPAID + OTHER ASSETS	-	-
TOTAL	\$1,298,314	\$828,987

LIABILITIES/NET ASSETS

LIABILITIES	\$279,039	\$22,591
NET ASSETS-UNRESTRICTED	\$1,019,275	\$806,396
NET ASSETS-RESTRICTED	-	-
TOTAL	\$1,298,314	\$828,987

STATEMENTS OF ACTIVITIES (IN-KIND)

SUPPORT + REVENUE	2020	2021
CONTRIBUTIONS	\$450,826	\$126,250
GRANTS	\$15,400	\$15,400
OTHER REVENUES	\$7,226	\$720
TOTAL	\$473,452	\$142,370

EXPENSES

UNION SQUARE PARK MAINTENANCE	\$459,038	\$143,123
UNION SQUARE PARK RESTORATION	-	-
MARKETING + PROMOTIONAL	-	-
ADMINISTRATION	\$208,147	\$212,126
TOTAL	\$667,185	\$355,249
INCREASE/[DECREASE] IN NET ASSETS	\$193,733	\$212,879

SUMMARY OF FINANCIAL STATEMENTS DATED MARCH 1, 2022
PREPARED BY SKODY SCOT & COMPANY CPAS PC. A COPY OF THE COMPLETED
AUDITED FINANCIALS IS AVAILABLE UPON REQUEST.

OUR BOARD

BUSINESS IMPROVEMENT DISTRICT OFFICERS OF THE BOARD

President + Co-Chair

Lynne P. Brown
New York University

Treasurer

Kenneth Salzman
Victoria Owners Corp

Secretary

Jordan Brackett
The 14th Street Y

BOARD OF DIRECTORS

Lucia Albero
Whole Foods Union Square

Suzanne Appel
The Vineyard Theatre

David A. Brause
Brause Realty Inc.

Lance Carlile
Vornado Realty Trust

Charles Conwell III
ABS Partners

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
Union Square Eye Care

Ex-Officio

Hon. Eric Adams
Mayor, City of New York

Hon. Kevin D. Kim
Commissioner, NYC Department of Small Business Services

Hon. Brad Lander
Comptroller, City of New York

Hon. Mark Levine
Manhattan Borough President

Hon. Carlina Rivera
NYC Council, District 2

Non-Voting Members

Jeannine Kiely
Community Board 2

Paul Rangel
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 Haines
The Bromley Companies

BOARD OF DIRECTORS

Zachary Blank
Paragon Sports

Jeff T. Blau
The Related Companies

Jenny Conrad
Union Square Hospitality Group

Ken Giddon
Rothmans New York

Tokumbo Shobowale
The New School

Herb Streng
Orda Management



OUR STAFF



Executive Director
Jennifer Falk



Deputy Director/Chief of Staff
Ed Janoff



Director of Operations
Thomas DiRusso



Operations Coordinator
McLawrence Glynn



Director of Finance
Tawana Springer



Director of Planning
Tali Cantor



Director of Marketing+Events
Victoria Ortiz



Marketing + Events Associate
Nathan Kakalec



Planning Intern
Jennifer Reyes



Planning Intern
Wyman Huang

CLEAN TEAM SUPERVISORS

Inza Konate
Sader Njie

PLAYGROUND ASSOCIATE

Dazia Laws

UNION SQUARE CLEAN TEAM

Saliou Diop
Malik Ceesay
Serigne Ngon
Leticia Mazkia

Mamadou Deme
Mamadou Samb
El Sahfey El Sayed
Gade Ndiaye
Yero Ndiaye
Kane Sekou
Pierre Mendry
Benghali Cisse
Dieudonne Assine
Claudio Almonte
Moustapha Torey

Serigne Ceesay
Samba Houdou
Mouhamed Ceesay
Massamba Altesse
Mareme Camara
Drissa Mariko
Badara Gassama

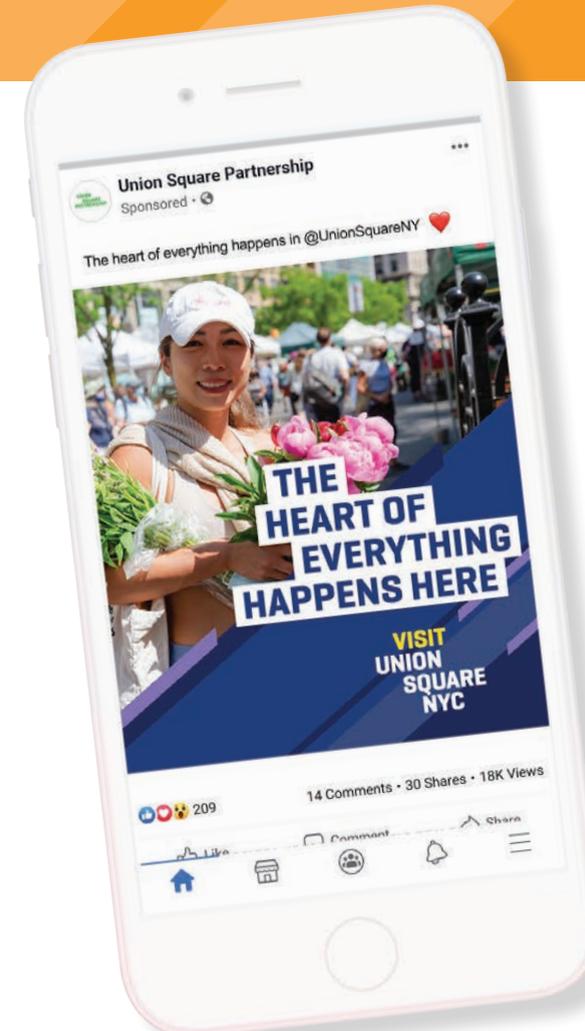


CONTRACTORS + VENDORS

- | | | |
|-----------------------------------|------------------------------------|-----------------------------------|
| 4 Imprint | Facebook | Philadelphia Insurance Companies |
| 6 Precinct Community Council | FedEx | Placer Labs |
| 9 Precinct Community Council | Flickr | Play Solutions |
| 13 Precinct Community Council | GERALUZ | Prestone Press, LLC |
| A Plus Messenger Services, Inc | Ginkgo | ReadyRefresh by Nestle |
| Ace Rental Corp. | Greenwich Village ChelseaChamber | Replica |
| Adobe Creative Cloud | Go Daddy | Robert Suta |
| ADP | Guardian | Sam Schwartz Engineering |
| Airespring | Haskell Brokerage | Shade Systems Inc |
| Amazon | HEEDGROUP | ShelterPoint Life Insurance |
| American Express | HMWhite | Sherwin-Williams |
| Association for a Better New York | International Downtown Association | Skody Scot & Company, CPAs |
| Arup | Intersection Media | SkyPackets |
| AT&T | Illuminations by Arnold | Sprout Social |
| Atlas Party Rentals | James Lima Planning + Development | Squarespace |
| Avid Waste Systems | Jane Kratochvil Photography | Staples Business Advantage |
| Barbara Zammarchi | Kelco Construction | Starbright Floral Design |
| BDS Marketing | Kompan | Starr Whitehouse |
| BerlinRosen | Liz Ligon Photography | Landscape Architects and Planners |
| C2 Imaging | Logical Deductions | Street Plans |
| Candid Worldwide | M&N Cleaners 14 | Streetplus |
| Carey Cynthia Wagner | MailChimp | SurveyMonkey |
| Ciocchini Design | Manhattan Chamber of Commerce | Tamis Corporation |
| Community Media | New York State Insurance Fund | The Constellation Collective |
| The Constellation Collective | New York Times | ThoughtMatter LLC |
| Control Point | Nonprofit Coordinating Committee | Tower Cleaners |
| Corbet & Conley | NYC BID Association | Transit District Four |
| Crain's New York Business | NYC Community Media | TransitChek |
| Crestline | NYC Parks | Urban Arborists |
| Deborah Buyer Law | NYS Law | Victor Stanley, Inc |
| Digital Zone | Open House New York | Western Pest Services |
| Duggal Visual | OSD Outside | Zoom |
| Ecological Land Care Inc | Oxford Health Plans | |
| Electrical Illuminations | | |
| By Arnold, Inc | | |



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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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

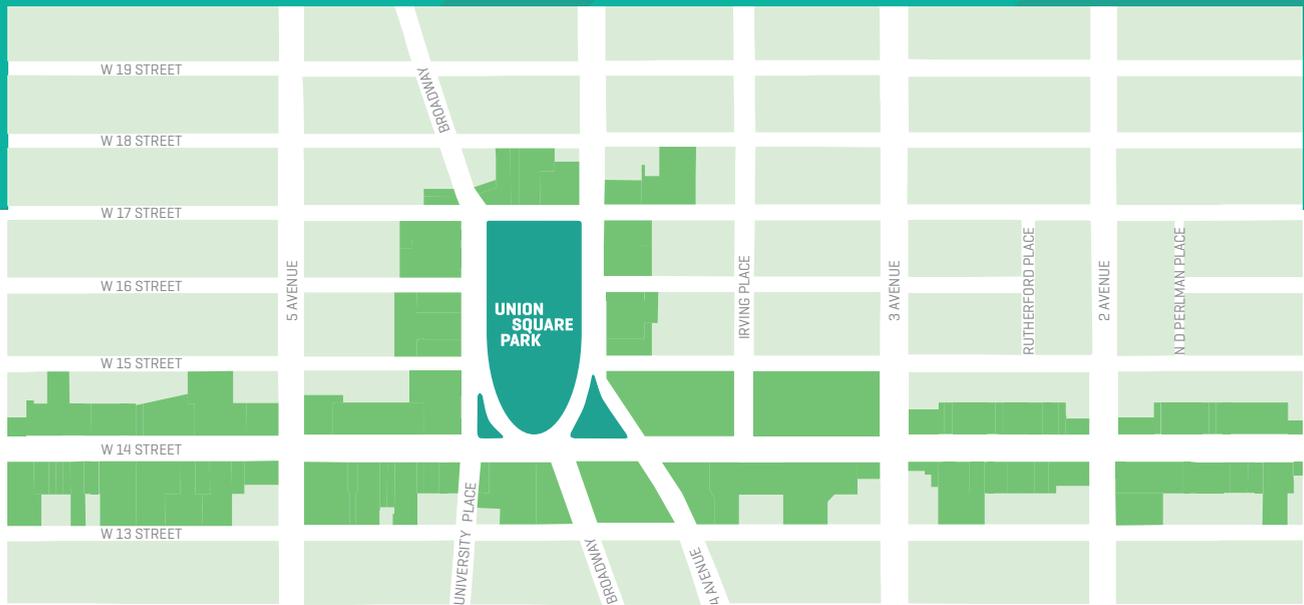


Photo Credits: Jane Kratochvil, Liz Ligon, Carey Wagner

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