



**ANNUAL
REPORT
2024**

**UNION
SQUARE
PARTNERSHIP**



Dear Partners,

We are pleased to share with you Union Square Partnership's 2024 Annual Report, which highlights our work in the district over the past year. Even as we celebrate our achievements in 2023, we look toward a significant milestone in 2024: the 40th anniversary of our organization's establishment as New York City's first business improvement district (BID) in 1984. This moment resonates profoundly with the Union Square-14th District, which continues to be at the intersection of history and history-making: the first Labor Day Parade in 1882, the largest women's suffrage demonstration in 1910, the first Earth Day event in 1972, and present-day demonstrations of freedom of expression on issues of local, national and global importance. **In this report, we share reflections on our over 40-year history and detail the work we are doing to best position the district for the next 40 years and beyond.**

Across New York City and the entire country, the most successful business districts are vibrant, 24/7 neighborhoods that combine housing with a wide array of commercial and retail spaces, and a range of leisure, cultural and educational uses. A vibrant live-work-play-learn neighborhood, Union Square-14th Street has all the building blocks of a successful modern business district. And there is more to come: **Our USQNext Vision Plan seeks to deliver a world-class public realm for the neighborhood, which will enhance the experience of living, working and playing here and spark economic growth that will last for generations to come.**

In this year’s annual report, we are also unveiling our **new organizational strategic framework**, which shows how our work aligns with achieving our key outcomes—with a goal of clarifying why we do what we do, and how we deliver for our constituents:

- **Goal 1 Enhance Livability in USQ:** Make the neighborhood cleaner, safer and more beautiful.
- **Goal 2 Make USQ the Place to Be:** Elevate the reputation and perception of the neighborhood.
- **Goal 3 Foster a Thriving Economy in USQ:** Catalyze a virtuous cycle of economic growth.
- **Goal 4 Build Community in USQ:** Strengthen relationships among residents and businesses.

This report highlights our successes in 2023. We established our new public safety officer program and maintained the ongoing beautification for the park and other district public spaces. For the first time since 2019, we brought back numerous in-person events: a full season of Summer in the Square, an in-person Annual Meeting, and Harvest – Celebrating 25 Years. USP worked with our City agency partners to bring public art to the district, including the Third Annual 14th Street Mural by Vanesa Álvarez and “N.Y.C. Legend” by Alexander Klingspor. Our team supported economic development and leasing in the district by creating real estate industry publications that provide market intelligence and distill emerging trends. We joined Mayor Eric Adams for ribbon cuttings on major new neighborhood anchors, Civic Hall @ Union Square and Target. And so much more...

2023 was also a year of leadership transitions, bringing on our new Executive Director Julie Stein and our new Board Co-Chair Jen Hensley. We applaud the team for managing well through these changes, staying committed to ambitious goals and high standards of excellence, and setting up the organization for even more success moving forward.

We are excited as we look towards 2024—building on the strong foundation of our BID’s first four decades to ensure that the Union Square-14th Street District remains the pre-eminent live-work-play neighborhood in New York City for decades to come.

Julie Stein
Julie Stein
Executive Director

Bill Abramson
Bill Abramson
Co-Chair, LDC

Jen Hensley
Jen Hensley
Co-Chair + President, BID

ENHANCING LIVABILITY IN USQ

We are committed to creating a clean, safe and beautiful environment in Union Square, building on the Business Improvement District's original efforts to revitalize the area. Our Clean Team, Public Safety Officers, landscapers, and community partners work together to achieve this goal.

ACTION ITEMS

- **USP's Clean Team works hard every day to maintain the district's cleanliness, attractiveness, and overall condition.** This dedicated team ensures the upkeep of public spaces and streetscape elements, undertaking tasks such as **removing trash and graffiti, power-washing sidewalks and plazas, and maintaining public seating areas.** These efforts align with the BID's mandate to ensure cleanliness and safety in the district.
- The launch of our **Public Safety Officer pilot program** (PSOs) in June 2023 has significantly **supplemented the services provided by the New York City Police Department (NYPD) and the NYC Department of Parks and Recreation (Parks), enhancing the safety, quality of life, and perception of order throughout the district.** Our PSOs play a pivotal role in addressing quality-of-life concerns, conducting daily patrols, and serving as ambassadors to businesses, residential buildings, and individuals to ensure a livable environment and provide assistance as needed.
- To complement the greenery of Union Square Park, **USP beautifies 17th Street and the South Plaza, installing 38 new planters in 2023.** This initiative enriches the public realm and complements our ongoing landscaping efforts. By maintaining key features such as the center lawn, pathways, gardens, and stone-screened seating areas and by expanding plantings throughout the district, we keep the park and its surroundings lush and vibrant.
- **We maintain regular communication with various public agencies to ensure prompt resolution of any issues in the neighborhood.** We work closely with our partners at NYPD, Parks, the NYC Department of Sanitation (DSNY), the NYC Department of Transportation (DOT), the Metropolitan Transportation Authority (MTA), and GrowNYC's Greenmarket team.



- Further strengthening ties between law enforcement and the local community, **Union Square Partnership hosted a public safety forum** at Project Farmhouse in April 2023. This event provided **a platform for community members and law enforcement personnel to address quality-of-life concerns** in Union Square, fostering greater collaboration and understanding within the community.

OUR IMPACT



96%*

Satisfaction with our work

156,017

Bags of Trash Collected

11,196

Graffiti + Stickers Removed

207

Street Trees + Planters Cultivated

24

Clean Team Members Keeping the District Clean each day

3

Public Safety Officers Supervising the District each day

218

Light Pole Banners

43

Holiday Light Installations

** 2023 Annual Community Opinion Survey*

WHAT WE'RE WORKING ON NEXT

- DOT is extending its **Broadway Vision Plan** street improvements to **Union Square** in 2024. This project **enhances safety for pedestrians and cyclists and improves the public space** along Broadway from 21st to 17th Streets and along 17th Street between Broadway and Union Square East.
- As part of their Capstone project, urban planning graduate students from New York University's Wagner Graduate School of Public Service are collaborating with USP to conduct a **Public Life Study for Union Square**. The study assesses the user experience within Union Square Park and the adjacent public plazas. Upon completion in 2024, the students will provide USP with a **toolkit to evaluate the user experience in the park and plazas**.



MAKING USQ THE PLACE TO BE

Our mission is to position Union Square as NYC’s premier destination to live, work, play, and learn. Through curated community events, captivating public art installations, and vibrant retail experiences, we enhance Union Square’s reputation as a dynamic and desirable neighborhood.

ACTION ITEMS

- In 2023, Union Square Park buzzed with excitement, featuring USP’s highly anticipated **Summer in the Square** series that **drew an estimated 17,000+ attendees**. The park also hosted **over 75 partner events**, including pop-ups, walking tours, and festivals that offered diverse and engaging experiences for residents, workers, and visitors to enjoy.
- Collaborating with DOT Art and Parks’ Art in the Park Program, **USP brings innovative public art installations to activate Union Square’s public spaces**. Notable installations in 2023 included the Third Annual 14th Street Mural **“Union with the Universe”** by Vanesa Álvarez and **“N.Y.C. Legend”** by Alexander Klingspor in Union Square’s Triangle Park.
- **Union Square’s markets continue to serve as major anchors that attracted shoppers to the district:** GrowNYC’s flagship Greenmarket contributed to a 13% increase in foot traffic around the market area on the 4 days per week that its farmers sell in the square [based on Fall 2023 data]. The Urbanspace Holiday Market led to a 6% rise in foot traffic around the market area, making the holiday season the highest period of the year for foot traffic.
- USP focuses on **promoting positive media coverage for the Union Square-14th Street District**. Our public relations team has been instrumental in securing favorable mentions from local, regional, and national media outlets. In 2023, we were featured in prominent publications such as **The New York Times, New York Daily News, Crain’s New York Business, Women’s Wear Daily, Commercial Observer, USA Today, Secret NYC, Time Out New York, among others**. Our efforts are not limited to earned media coverage alone. We also **create original content for our social media channels, website, and a monthly newsletter** to highlight and promote local businesses and institutions.



OUR REACH



360,000

Daily Average
Trips through
Union Square

40,979

Instagram
Followers

6,524

Facebook
Followers

22,201

Twitter
Followers

1.9M

2023 Media
Impressions

98,997

2023 Unique
Website Visitors
Annually

8,732

2023 Newsletter
Subscribers



WHAT WE'RE WORKING ON NEXT

- USP remains committed to supporting public art opportunities for both emerging and established artists. In 2024, **we are collaborating with City agency partners to unveil a new art installation in Union Square Park** as well as install the **Fourth Annual 14th Street Mural**. We are also developing a roster of placemaking initiatives designed **to create an active and engaging pedestrian experience**.
- Vibrant ground floor storefronts through the district are key to engaging pedestrians, drawing customers, and increasing the quality of the public realm. **USP is creating a retail storefront activations resource to provide businesses with best practices for designing storefronts** using light, color, transparency, and other strategies to create visual interest for both occupied and vacant spaces.
- To enhance promotional efforts, **USP will implement new platforms such as Vibemap** to increase marketing for events in Union Square. These initiatives aim to drive foot traffic, consumer spending, and positive engagement with the neighborhood.

FOSTERING A THRIVING ECONOMY IN USQ

In Union Square, we're dedicated to fostering a vibrant economy that benefits everyone. We actively support local businesses and initiatives that ignite economic growth throughout the neighborhood. From amplifying new business openings to creating job opportunities, we're committed to driving positive change. Our efforts include providing valuable real estate insights, analyzing retail and office space trends, and investing in public spaces to enhance the neighborhood's appeal.

ACTION ITEMS

- **USP celebrates and amplifies new business openings in the district.** We joined Mayor Adams at ribbon cuttings for Target and Civic Hall, tasted delicious bites at Urbanspace Union Square's grand opening, and promoted new retail stores and office tenants on our social media accounts, in our monthly newsletters and through the press. **Of the 57 new businesses openings in 2023, 56% are new food establishments, 23% are retailers, 16% are beauty and wellness and 5% are entertainment.**
- **USP publishes resources for Union Square's real estate industry** that showcase the district's unique commercial tenant mix and data trends. Our annual **Commercial Market Report** and our quarterly **Biz + Broker Reports** feature established and emerging retail clusters and office sector ecosystems, leasing news, new business openings, and press highlights.
- **NYC Council Member Carlina Rivera awards \$2.3M to upgrade lighting** on 14th Street between 3rd and 6th Avenues. **This lighting upgrade is a key streetscape**

and quality of life enhancement proposed in our 2022 USQ Streetscape + Lighting Master Plan. Applied for by USP and subject to an upcoming procurement process by DOT, **this funding will allow DOT to replace existing non-standard poles and antique teardrop fixtures with standard, modern LED fixtures**, resulting in improved nighttime light levels.

- **USP tests new signature streetscape furniture** from our Streetscape + Lighting Master Plan. **These prototypes, installed on the sidewalk in front of Zero Irving (124 East 14th Street), include a custom tree guard, large planters, and a NYC DOT standard City Bench.** USP will evaluate how the prototypes perform before fabricating a larger order for the district.



WHAT WE'RE WORKING ON NEXT

- USP is laser-focused on advancing the **USQNext District Vision Plan**, a bold new vision for the Union Square-14th Street District's public realm. Key features of the vision are to modernize Union Square Park, transform 14th Street into a world-class boulevard, and make critical infrastructure upgrades so that these improvements last for generations. In 2024, USP will continue to roll out short-term streetscape improvements and tactile interventions to activate public spaces, while working with City partners to advance the plan's long-term ambitions.
- USP is creating **a new publication for our real estate partners that highlights established and emerging industry clusters** on easy-to-read maps. These industry cluster maps showcase the latest industry cluster trends around Union Square, including **tech + innovation, family-friendly, home goods + design, health + wellness, and vintage + thrift businesses.**

ECONOMIC OUTLOOK

- **In December 2023, overall visits to the district rebounded to 100% of pre-pandemic 2019 levels**, driven by the widely popular Urbanspace Holiday Market and district shopping opportunities.
- **Office space in Union Square continues to be in demand** as leaders in tech, finance, real estate, and media industries secured leases in Union Square. Brown Harris Stevens, First Look Media, HUMAN Security, and Via Transportation have recently leased office space, with **combined office footprints totaling over 106K SF.**

57 NEW BUSINESSES OPENED IN THE DISTRICT IN 2023, MORE THAN IN 2022

Eateries

Ansā*
Bagel Market
Baya Bar
Carlotto
Chick-N-Smash
Dim Sum Go Go
Döner Haus
Everything's Jake
For U
Gen Korean BBQ
Glaze
Jazba
Jooy
KazuNori
Kebaya
Little Maven
Matto Espresso
Memory Motel NYC
Naks
Nemesis
Panda Express
Panera Express To Go
Partea NYC
Pierre Loti Mediterranean
Popeyes
Rockmeisha
Serafina Vino e Cucina
Sophie's Cuban
The Laurels
Tompkins Square Bagels
uluhuluh
Unregular Bakery

Retailers

2nd STREET
Union Square
Claire's
Crate & Barrel
Dazed
Jack's Delicatessen
Pandora
Parachute Home
Petco + Vetco
PJ O'roukeii
Target
The Re:Shop
Thrift NYC-Mega Store
Union Square
Travel Agency:
A Cannabis Store

Health + Fitness

Anderson's Martial
Arts Academy
Apollo
Energi*
F45 Training
Nectar Allergy Center
Renzo Gracie Academy

Beauty

Live By The Sword
NY Star Men and Spa
Y&D Nail Spa

Entertainment

Genius Gems
Happy Go Lucky*
Hex & Co



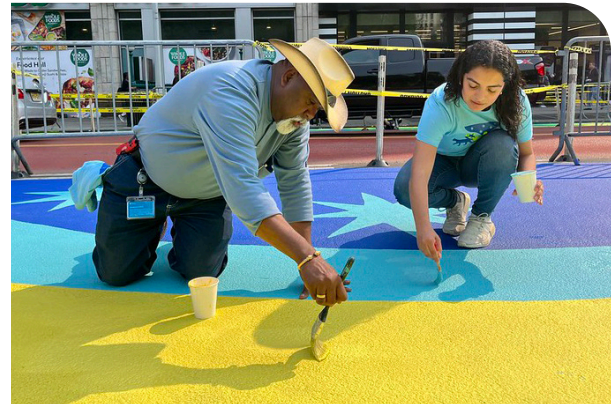
*Pop-up exhibition or activation

BUILDING A STRONG USQ COMMUNITY

In every aspect of our work at USP, we're dedicated to building a strong Union Square-14th Street community. Collaborating closely with residents, workers, and business owners, we strengthen relationships to advance our shared mission. Through curated events and programming, developed with our partners, we reinforce existing connections and foster new ones within our community.

ACTION ITEMS

- The reinstatement of cherished traditions such as **Harvest - Celebrating 25 Years** and the annual **USP Holiday Party** marks significant milestones in Union Square's recovery journey post-pandemic. These events serve as **pivotal networking opportunities for businesses, civic leaders, and residents alike**, reaffirming the resilience and vitality of our beloved neighborhood.
- Through **collaborative volunteer initiatives with local businesses**, our community has witnessed transformative projects come to life. From the **annual 14th Street Mural Installation to daffodil bulb planting**



events, these endeavors have beautified Union Square and fostered a deeper sense of community pride and engagement among residents.

- Our **facilitation of partnerships for essential services such as flu shots and blood drives** underscore our commitment to promoting holistic health and well-being in Union Square. By ensuring convenient access to vital healthcare resources through collaborations with esteemed partners, **we're fostering a culture of wellness and civic responsibility within our community.**

WHAT WE'RE WORKING ON NEXT

- In response to requests from the community, USP is developing Age-Friendly USQ, a lifestyle resource to support older adults. **Age-Friendly USQ includes the latest deals in health + wellness, education + entertainment, retail, transportation, and more** around Union Square.
- **We're tailoring the 2024 Summer in the Square calendar to serve our residents and workers.** This means curating engaging programming for everyone, inviting both locals and passersby to immerse themselves in the vibrant offerings of USQ.
- We are actively **fostering connections among local business owners, workers, and real estate partners.** By revitalizing business networking opportunities, we aim to facilitate the development and fortification of partnerships within the dynamic Union Square community.



- Emphasizing community cohesion, **we are actively creating public spaces for residents to establish new connections and reconnect with old neighbors.** This involves reinforcing the strong bonds that define our vibrant community, ensuring Union Square remains a thriving hub of connection and collaboration.

THANK YOU TO OUR PROGRAM SPONSORS + PARTNERS

Urbanspace
Civic Hall
Con Edison
Union Square Hospitality
Feil
Citi
Bromley Companies
The New School
Target
ABS Partners Real Estate, LLC
New York University
Buchbinder & Warren
Orda
GFP Real Estat
Zero Irving
JRE Partners
RAL
Related
Reuben Foundation
Paragon Sports
P.F. Chang's
Vornado Realty Trust
Union Square Travel Agency
Union Square Eye Care
W Hotel – Union Square
Tishman
Center for Jewish History
Starr Whitehouse
Streetplus
Ribalta

Barbounia
Casa Mono
Breads Bakery
Knickerbocker Bar & Grill
Lou Yau
Bobwhite Counter
Oceans
Tarallucci e Vino
15East @ Tocqueville
Kebaya
Singapore
G.O.A.T. Cafe
Union Square Cafe
Daily Provisions
Gramercy Tavern
Zing!
Blue Man Group
City Pickle
Karma Kids
Visit Seattle
Exequor Wellness
Gazillion Bubble Show
Excel Security Corp
Isabella's Osteria



COMMEMORATING 40 YEARS OF UNION SQUARE PARTNERSHIP AS NYC'S FIRST BID



Union Square Partnership [USP] embarked on a groundbreaking journey to revitalize New York City's Union Square-14th Street district—starting in 1976 with our local development corporation and becoming NYC's first business improvement district [BID] in 1984. Now, four decades after the founding of the BID, we proudly commemorate that 40th anniversary and USP's years of service and innovation.

Since our inception, USP has been a driving force behind the positive transformation of 14th Street and Union Square. From enhancing public spaces to fostering community engagement, our efforts have shaped Union Square into a dynamic hub for all New Yorkers to enjoy.

Throughout our history, we've implemented various initiatives aimed at improving cleanliness, safety, and accessibility. From the creation of sanitation and safety teams in 1991 to the completion of the North End Project in 2014, our commitment to enhancing the neighborhood's quality of life has remained unwavering.

Union Square holds a special place in the heart of New York City, serving as a historic site of activism and cultural significance. Our dedication to preserving its heritage while embracing modernization is reflected in our USQNext Vision Plan. This forward-thinking strategy seeks to modernize the park, create pedestrian-friendly spaces, and uphold Union Square's legacy as a vibrant community hub.

Looking ahead, we are excited to continue our mission of empowering and enriching the Union Square neighborhood. As we embark on the next chapter of our journey, we invite our community, partners, and stakeholders to join us in shaping a brighter future for Union Square.

Together, let's build upon the foundation laid by our predecessors and ensure that Union Square remains a thriving epicenter of culture, commerce, and community for generations to come. With your support, the best is yet to come. Thank you for 40+ years of collaboration, innovation, and shared success.



2023 YEAR IN REVIEW



In January, Urbanspace - Union Square opened to the community with 13 creative food concepts, including six first-time entrepreneurs. The event was celebrated with Union Square Partnership, Council Member Carlina Rivera, and USP board members in attendance. Located in Zero Irving, Urbanspace has established a year round food hall location in Union Square after the success of the Union Square Holiday Market, which has been operated by the same team for 29 years.

Q1 JANUARY - MARCH

Despite the challenges posed by COVID-19, Union Square has welcomed 100 new businesses since 2020, a significant milestone that underscores the district's resilience and success, as highlighted in the New York Business Journal's article celebrating the plethora of new businesses that had recently debuted in early 2023. Notable establishments featured included P.F. Chang's, Ariston Flowers & Cafe, Sweet Chick, and more.

Union Square welcomes scores of new businesses

Feb 21, 2023, 1:33pm EST



Getty Images (Artem Vorobiev)

New York's Union Square and Midtown Manhattan, seen from above on a hot summer afternoon.



In anticipation of spring, the Clean Team strategically deployed new trash cans throughout the district, enhancing its cleanliness and readiness for the new season.

Q2 APRIL - JUNE



Union Square Partnership hosted our 2023 Spring Board Meeting at the Center for Jewish History, where we welcomed new board members and looked ahead in 2023.

At Project Farmhouse, we held a Community Safety Forum with community members and law enforcement to talk about quality of life concerns.



In collaboration with the DOT's Car Free Earth Day, USP partnered with Hex & Company, and artists Yukiko Izumi and Ji-Yong Kim, to bring life to the Broadway plaza through engaging board games and a community art project.

The USP Landscaping Team refreshed Union Square by planting new annuals and perennials, bringing vibrant spring colors to the park's various plant beds and the district's planters.



Q2 APRIL - JUNE



May 9, 2023 marked the inaugural NYC BID Day during Small Business Month. USP visited our wonderful small business partners to show our gratitude with some USP swag!



In Spring 2023, Union Square Partnership implemented the Public Safety Officers program to improve the quality of life in the district. Public safety officers visit businesses, residential buildings, and individuals to address quality-of-life concerns quickly and maintain a safe environment. The program is a testament to the ongoing commitment of Union Square Partnership to foster a vibrant and secure community.



Tali Cantor, USP’s Director of Planning, traveled to Mexico City for the EDRA54 Conference to accept the Environmental Design Research Association’s Great Places Award for public art. The award recognized USP’s 2022 14th Street Mural “Ripples of Peace + Calm” by Ji Yong Kim.

With the support of our wonderful community, we created our latest mural, “Union with the Universe,” located within the pedestrian areas of the 14th Street Busway between Broadway and Union Square West. Designed by Brooklyn-based Spanish artist Vanesa Álvarez, “Union with the Universe” serves as a reminder to protect our planet while fostering our connection with nature, promoting balance in our lives.



Q3 JULY - SEPTEMBER



Union Square Partnership’s Summer in the Square 2023 brought lively activities to Union Square Park. Our community enjoyed engaging kids’ programs, lunchtime jazz, and the debut of pickleball, thanks to our collaboration with City Pickle. Notable highlights included basketball with Sweet Chick and Slam Magazine, a whimsical disruption by the Blue Man Group, and classic movie nights under the stars.



Union Square drew widespread attention following a significant unpermitted event that unfolded in our district. However, thanks to the swift response of the USP Clean Team, in collaboration with employees from multiple public agencies, Union Square was promptly restored to its clean and safe environment our community knows and loves.



Julie Stein joined Union Square Partnership as our new Executive Director. Prior to this role, Stein served as the Executive Director of the “New” New York Panel. She brings with her a wealth of experience from her tenure at the New York City Economic Development Corporation [NYCEDC].



Q3 JULY - SEPTEMBER

Over 600 community members in Union Square shared their thoughts with us on how to improve the district through our annual Community Opinion Survey. Survey participants reported a 96% approval with USP.



Representatives from the Department of Transportation engaged with local businesses and residents on Broadway, discussing the next steps for the Broadway Vision Plan and outlining upcoming street improvements in the area.





USP's Executive Director, Julie Stein, along with Board Co-Chairs Bill Abramson and Lynne Brown, authored an op-ed in Crain's New York Business titled "Advocating for a High-Quality Urban Environment in Union Square." It highlights our goal to transform USQ into a contemporary, safe transit hub with improved accessibility, sustainable greenery, and expanded open space.

Volunteers participated in the Great Broadway Sweep, organized by the Sanitation Foundation, to clean up 13 miles of NYC's iconic Broadway. Meeting in Union Square alongside Department of Sanitation representatives, volunteers contributed to fostering a cleaner and healthier environment in New York City.



Q3 JULY - SEPTEMBER



Union Square Partnership hosted our first in-person Annual Meeting since 2019 at the Center for Jewish History. Guest speakers included Council Member Carlina Rivera and Civic Hall Executive Director Seema Shah. Paragon's Zack Blank received the distinguished Buchbinder Award.



Jen Hensley, Senior Vice President of Corporate Affairs at Con Edison, was named the new Board President and Co-Chair of Union Square Partnership's Board of Directors.



Mayor Eric Adams and Council Member Carlina Rivera joined Union Square Partnership to attend Target's ribbon cutting and highly anticipated grand opening. The 33,000 square foot location is the greater NYC area's 100th store.



Q4 OCTOBER - DECEMBER



Swedish artist Alexander Klingspor unveiled “N.Y.C. Legend” in Union Square’s Triangle Plaza, depicting the urban myth of sewer alligators. Joined by Her Majesty Queen Silvia of Sweden, the event celebrated the sculpture’s symbolism of mythology, survival, and resilience.

Mount Sinai hosted multiple free flu shot clinics at Paragon Sports for our community members. This annual public health initiative helps keep our community safe and healthy.



USP Director of Marketing + Events Victoria Ortiz-Russell participated in an expert panel discussions on neighborhood marketing + branding at the International Downtown Association (IDA) Conference and Tradeshow in Chicago.



Volunteers from Target, alongside New Yorkers for Parks and Union Square Partnership, planted over 4,000 daffodils in Union Square Park.



Q4 OCTOBER - DECEMBER

Civic Hall, an 85,000 square foot tech and digital training hub, opens within Zero Irving at 124 East 14th Street.

The ribbon cutting was attended by Mayor Eric Adams, Deputy Mayor Maria Torres-Springer, Council Member Carlina Rivera, New York City Economic Development Corporation President and CEO Andrew Kimball, Civic Hall Executive Director Seema Shah, Civic Hall Co-Founder Andrew Rasiej, the Fedcap Group, Union Square Partnership and community members.

Civic Hall combines accessible entrepreneurial space with digital skills training for diverse and traditionally underserved communities.





USP's signature fall event, Harvest, finally returned after a four-year hiatus, moving into Civic Hall's brand new venue. Harvest – Celebrating 25 Years featured Union Square's best restaurants and bars and USP surpassed our fundraising goals to benefit Union Square Park and our future initiatives.



Q4 OCTOBER - DECEMBER

Rosa Mexicano hosted the Union Square Partnership 2023 Holiday Party, where we celebrated an amazing year with our staff, board, and community partners.



The Union Square Holiday Market returned in full swing, attracting shoppers—including Olivia Rodrigo—who showed their support for local vendors, artists, and businesses at our beloved winter tradition.





USP Deputy Director + Chief Strategy Officer Ed Janoff presented the award for NYPD 13th Precinct Officer of the Year to Police Officer Edward Griffin at Greenwich Village Chelsea Chamber of Commerce’s 20th Annual Safe Cities Safe Streets event.

Dan Garodnick, Director of the NYC Department of City Planning and Chair of the New York Planning Commission, visited Union Square with USP Executive Director Julie Stein to highlight how City of Yes for Economic Opportunity’s proposed zoning changes would benefit small businesses, including the Holiday Market vendors.



AUDITED FINANCIAL STATEMENTS

UNION SQUARE PARTNERSHIP DISTRICT MANAGEMENT ASSOCIATION, INC.

STATEMENT OF FINANCIAL POSITION

ASSETS	2022	2023
CASH + EQUIVALENTS	\$1,752,010	\$966,669
DUE FROM AFFILIATE	\$34,414	\$224,319
PREPAID + OTHER ASSETS	\$11,074	\$23,641
PROPERTY + EQUIPMENT, NET	\$19,595	\$31,722
RIGHT-OF-USE ASSET	-	\$383,402
TOTAL	\$1,817,093	\$1,629,753
LIABILITIES/NET ASSETS		
LIABILITIES	\$ 357,672	\$ 683,173
NET ASSETS - UNRESTRICTED	\$1,459,421	\$946,580
TOTAL	\$1,817,093	\$1,629,753

STATEMENTS OF ACTIVITIES (IN-KIND)

SUPPORT + REVENUE	2022	2023
CONTRIBUTIONS	\$3,400,000	\$3,400,000
GRANTS	\$14,100	-
OTHER REVENUES	\$25,860	\$36,985
TOTAL	\$3,439,960	\$3,436,985
EXPENSES		
OPERATIONS	\$1,648,557	\$2,033,520
COMMUNITY IMPROVEMENTS	\$825,972	\$851,830
PROMOTION	\$480,253	\$408,837
ADMINISTRATION	\$376,102	\$655,639
TOTAL	\$3,330,884	\$3,949,826
INCREASE/(DECREASE) IN NET ASSETS	\$109,076	[\$512,841]

SUMMARY OF FINANCIAL STATEMENTS DATED DECEMBER 5, 2023 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	2022	2023
CASH + EQUIVALENTS	\$784,980	\$545,628
CONTRIBUTIONS RECEIVABLE	\$53,600	\$154,500
PREPAID + OTHER ASSETS	-	-
TOTAL	\$838,580	\$700,128
LIABILITIES/NET ASSETS		
LIABILITIES	\$204,833	\$281,638
NET ASSETS - UNRESTRICTED	\$633,747	\$418,490
TOTAL	\$838,580	\$700,128

STATEMENTS OF ACTIVITIES (IN-KIND)

SUPPORT + REVENUE	2022	2023
CONTRIBUTIONS	\$507,850	\$410,077
GRANTS	\$14,100	-
OTHER REVENUES	\$342	\$816
TOTAL	\$522,292	\$410,893
EXPENSES		
UNION SQUARE PARK MAINTENANCE	\$382,416	\$149,494
MARKETING + PROMOTIONAL	\$163,103	\$304,936
FUNDRAISING	\$43,550	\$60,404
ADMINISTRATION	\$105,872	\$111,316
TOTAL	\$694,941	\$626,150
INCREASE/(DECREASE) IN NET ASSETS	(\$172,649)	(\$215,257)

SUMMARY OF FINANCIAL STATEMENTS DATED APRIL 10, 2024 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*

President + Co-Chair

Jen Hensley
Con Edison

Secretary

Suzanne Appel
Vineyard Theatre

Treasurer

Kenneth Salzman
Victoria Owners Corp

BOARD OF DIRECTORS*

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Brause Realty Inc.

John Cinosky
ABS Partners

Robert Fisher
The Feil Organization

Eric Gural
GFP Real Estate

Greg Gushee

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Brad Korn

Mount Sinai Health System

Ashley Natale

Vornado Realty Trust

Tiffany Ong

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Arlene Peralta-Avila

New York University

Christina Poon

W New York- Union Square

Fred Posniak

Empire State Realty Trust

Eldon Scott

Urbanspace

Josh Wein

RAL Companies

Dr. H. Jay Wisnicki

Union Square Eye Care

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Mayor, City of New York

Honorable Mark Levine
Manhattan Borough President

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

Honorable Carlina Rivera
NYC Council, District 2

Honorable Brad Lander
Comptroller, City of New York

Non-Voting Members

Susan Kent
Community Board 2

Susan Stetzer
Community Board 3

Sarah Dowson
Community Board 5

David Lowenstein
Community Board 6

LOCAL DEVELOPMENT CORPORATION OFFICERS OF THE BOARD*

Co-Chair

William Abramson
Buchbinder & Warren

Secretary

Jordan Brackett
Asphalt Green

Treasurer

Nicholas Haines
The Bromley Companies

BOARD OF DIRECTORS*

Zachary Blank
Paragon Sports

Jenny Conrad
Union Square Hospitality Group

Luca Di Pietro
Tarallucci e Vino

Ken Giddon
Rothmans New York

Melanie Hart
The New School

Salil Mehta
Laut

Gadi Peleg
Breads Bakery

Jeremy Snepar
Wedgwood Tenants Corp

Herb Streng
Orda Management

* As of December 2023



OUR STAFF



Julie Stein
Executive
Director



Ed Janoff
Deputy Director +
Chief Strategy
Officer



Tali Cantor
Director
of Planning



Thomas DiRusso
Director
of Operations



Victoria Ortiz-Russell
Director
of Marketing +
Events



Tawana Springer
Director
of Finance



McLawrence Glynn
Assistant Director
of Operations



Josh Thompson
Assistant Director
of Special Projects



Sally Burns
Planning
Associate



Shanae Gray
Marketing +
Events Coordinator



Ally La Pinta
Planning +
Engagement
Coordinator

**PUBLIC SAFETY
OFFICERS
SUPERVISOR**
Paul Hawker

**CLEAN TEAM
SUPERVISORS**
Inza Konate
Samba Doucoure

CLEAN TEAM
Adama Thiam
Kebe Toure
Leticia Makiza
Badara Diawara
Babacar Lam
Assane Sene

Babacar Sene
Pape Malick Fall
Cheikh Diop
Oumar Dieme
Baye Nar Diop
Babakhar Ndiaye
Sidy Ahmed Niang

Fernando Almonte
Joseph Landezma
Fanta Sacko
Aly Seck
Bassirou Diouf
Alassane Deme
Lamine Deme

Serigne F. Mar
Malick Der
Mamadou Tall
Abdou Ndiaye
Falilou Diouf
Sidy Tall
Saliou Diop

OUR VENDORS

13th Precinct Community Council
 200 Park South Associates, LLC
 4 Imprint
 4 Over 4
 6th Precinct Benefit Club
 9 Precinct Community Council
 A Bulfamante Landscaping, Inc
 A Plus messenger Service, Inc.
 A Self Storage
 A.Bulfamante Landscaping Inc.
 Access Display Group
 ADP
 Amazon
 APA Streaming Produc
 AREA 4 LLC
 Ariston Coffee Bar
 Ariston Flowers
 AT&T
 BDS Marketing LLC
 Berlin Rosen
 Best Buy
 Bill Com Inc
 Breads Bakery
 Center for Jewish History
 Champion Pizza 5 Ave
 City 1 Maintenance Inc.
 Civic Hall Labs, Inc.
 Cool Culinary LLC
 Corporate Biznis, Inc
 Crestline
 Deborah Buyer Law PLLC
 Djamika Smith
 DRG Search LLC
 Ecological Land Care Inc.
 Eden Orshan
 Electrical Illuminations By Arnold, Inc
 Elisa Gislao
 Elite Services Group LLC

Excel Guard Corp
 Expedia
 Exteros, Inc.
 Guardian
 Guardian Gate Company Inc.
 Hardwired, LLC
 Haskell Brokerage Corp.
 HEEDGroup
 Indoff Inc.
 International Blind Contractors, LTD
 International Downtown
 Association
 Intersection Media, LLC
 Intuit Quickbooks
 J & M Hardware
 Jackson Lewis P.C
 Jane Kratochvil
 Ji Yong Kim
 Jin Tao
 Joe Coffee
 Joes Pizza
 Kelco Construction, Inc.
 Liz Ligon Photography
 Logical Deduction
 MailChimp
 Marco Polo Caterers LLC
 Mommy Poppins
 Mount Vernon Fire Insurance
 Company
 Moynihan Bar
 New York State Insurance Fund
 New York Window Film, Co., Inc
 NY Times.Com
 NYC BID Association
 NYC Parks
 NYS Charities Bureau
 Oxford Health Plans
 Palone Bros Air Conditioning Corp

Powered By Professionals Inc.
 Presti & Naegele LLC
 Prestone Media Group
 Project for Public Spaces
 Replica, Inc.
 Rosa Mexicano
 Sarah Lopez
 Sarah Switlyk
 Sentry Electric LLC
 ShelterPoint Life Insurance
 Sherwin Williams
 Skody Scot & Company, CPAs
 Square Acre Studios
 Square Hardware
 Square Space INC.
 Staples Business Advantage
 Starbright Floral
 Starr Whitehouse Landscape
 Steffi Lynn LLC
 Streetplus Company, LLC
 Survey Monkey
 Swank Motion Pictures Inc.
 Tamis Corporation
 Target
 TechSoup
 Terracast Products, LLC
 The Blanket Lady
 The Friends of the 13th Precinct

The Greenwich Village Chelsea
 Chamber of
 The Real Deal
 The Street Plans Collaborative, Inc.
 The Uni Project
 Tompkins Square Bagels
 Torch and Crown
 Tower Cleaners
 Town Square Consulting
 Transit District Four
 Travelers
 True Eye Design, LLC
 DBA Ciochini Design
 Tuuci, LLC
 Twitter Online Ad
 Urban Arborists, Inc
 Urban Design Forum
 Vanesa Alvarez
 Vibemap
 Victor Stanley, Inc
 Vida Signs
 Walgreens
 Wall St Journal
 Western Pest Services
 Whole Foods
 Yiftee Egift
 Zoom



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

- **Follow** us on social @UnionSquareNY
- **Tag us** in your neighborhood news
- **Share** our e-newsletter
- **Join us** at upcoming events
- **Report** quality of life issues to 3-1-1



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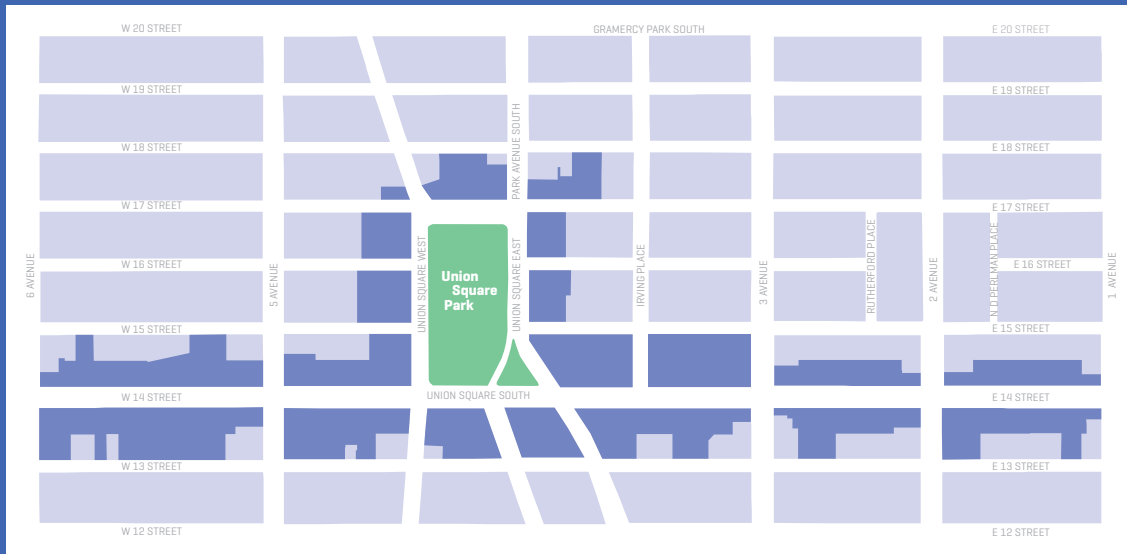
#USQNEXT



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



INFO@UNIONSQUARENYC.ORG
WWW.UNIONSQUARENYC.ORG
@UNIONSQUARENY
#UNIONSQUARENY