

20 23



Your Business Improvement District

Hudson Yards Hell's Kitchen Alliance
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Dear All,

We have completed another trip around the sun as a business improvement district in the far west side of Midtown Manhattan, and we are proud to present our eighth annual report.

As always, we spent fiscal year 2023 (July 1, 2022–June 30, 2023) working hard to further improve our neighborhood, engage our community, and support our local businesses. Despite the challenges still being felt in today's economy, following on the heels of the COVID-19 pandemic, the HYHK district has continued to display remarkable resiliency.

Workers have been returning to offices. Domestic and foreign visitors continue to visit our neighborhood in growing numbers. Bella Abzug Park enjoyed another successful year of programming. New buildings—66 Hudson Boulevard and 50 Hudson Yards—abutting the park have opened up, bringing a day-to-day increase in occupancy and foot traffic in our streets. We welcomed Russ & Daughters to the neighborhood and expect at least five more new eating establishments to open here in the coming year.

HYHK works every day to reshape

our public spaces with our street beautification program, through plantings, planters, bump-outs, bike lane enhancements, and the development of what will be a shared street on Hudson Boulevard East. We continue to update and maintain the myriad of murals we have commissioned for Port Authority bridges throughout the district. The goal of the program is to soften the edges, whether through painted murals on the sides of bridge walls, planters in a bike lane island, or native perennial plant species in tree pits.

This year, HYHK gave a green upgrade to an area of sidewalk on Ninth Avenue. The two existing tree pits were expanded, and planters and bike racks were added for community use. This sidewalk garden now connects to the public plaza, the Canoe, which HYHK also maintains. Slowly, HYHK is expanding a green footprint throughout the district.

We want to thank the HYHK staff along with the clean team from Streetplus; our horticultural partner, Kelco; and Bella Abzug's dedicated Parks Enforcement Patrol officers. We would not have gotten as far as we have without their commitment and hard work. We also want

to thank our volunteer board of directors for their tireless work and support and our commercial and residential community for making this neighborhood what it is today, a resounding success.

HYHK will continue to grow and will be stronger than ever. The district advancement continues with ongoing commercial and residential developments and new business owners, residents, workers, and visitors. Bella Abzug Park is on pace to develop blocks five and six, the final piece of the park.

In the following pages of the *Annual Report*, you will see details of all our efforts and achievements in fiscal year 2023 and get a look at what is being planned for the next fiscal year.



Kevin P. Singleton

CHAIR



Robert J. Benfatto

PRESIDENT



CONTENTS

2	About the Hudson Yards Hell's Kitchen Alliance
4	Bella Abzug Park
6	Paradis in the Park
9	Expanded Tree Pit
10	Programming
13	Marketing
16	HYHK Arts
22	Park and District Maintenance
23	District-Wide Improvements: Streetscape and Beautification
26	Financial Statements
30	Board of Directors and Staff
33	A Thank-You

About the Hudson Yards Hell's Kitchen Alliance



The Hudson Yards Hell's Kitchen Alliance (HYHK) is a not-for-profit organization dedicated to enhancing the quality of life of the diverse population who lives, works, and visits within the district located on the far west side of Midtown Manhattan. Launched in January 2015, the HYHK Business Improvement District (BID) covers an area broadly bounded by West 42nd Street to the north, Eleventh Avenue to the west, West 30th Street to the south, and Ninth Avenue to the east. The BID's work focuses on supplemental sanitation services, streetscape and pedestrian safety improvements, neighborhood horticulture and beautification projects, and technical and professional services for small businesses.

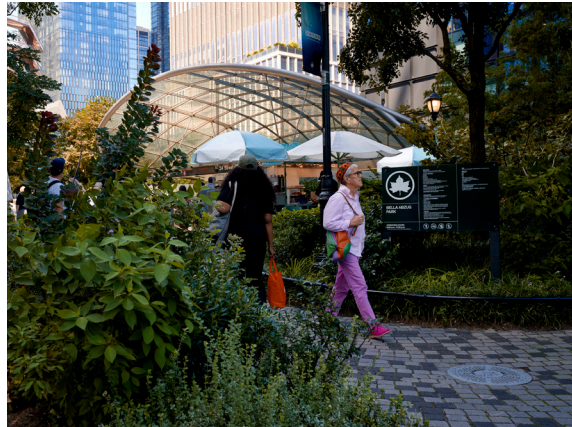
HYHK is also the NYC Department of Parks and Recreation's official

maintenance and operations partner for Bella Abzug Park.

HYHK is proud to support the established neighborhood of Hell's Kitchen and the emerging neighborhood of Hudson Yards by providing the district with supplemental services and maintaining and programming Bella Abzug Park.

HYHK is funded primarily through an annual assessment on commercial properties, with an annual budget of \$3.4 million. The NYC Department of Finance disburses these funds to HYHK through a contract with the NYC Department of Small Business Services. In part, the returns on this investment can be measured by the success of the district's businesses and the comfort and pride workers and residents take in this thriving community.

Bella Abzug Park



In 2019, the NYC Department of Parks and Recreation officially named the park in honor of the late Bella Abzug, a U.S. congresswoman and leading activist for women's rights. The park extends from West 33rd Street to West 37th Street midway between Tenth Avenue and Eleventh Avenue, bordered by newly created streets known as Hudson Boulevard East and Hudson Boulevard West, in the heart of Hudson Yards.

The No. 7 subway line extension runs west from Times Square and turns

south along Eleventh Avenue to a new terminal station in Bella Abzug Park, with entrances on Hudson Boulevard East at West 34th Street and West 35th Street, adjacent to the Eastern Rail Yards, a site of high-density commercial development. The station opened in 2015, coterminously with the park.

HYHK maintains, operates, and programs the park, hosting fitness and wellness series, kids' entertainment, and cultural programming throughout the year.



Paradis in the Park



Paradis in the Park, HYHK's women-owned concessionaire, expanded their operation with more mobile carts and new food offerings and programming partnerships. Happy hours with free salsa and bachata classes were a big hit.



Expanded Tree Pit

HYHK continued to add more greenery to the areas of the park that will form the soft edge between the park and the future shared street along Hudson Boulevard East. Tree beds were expanded from West 33rd Street to West 34th Street, and the understory was planted with a vibrant mix of perennial pollinator species, including liriopie and magnolia.



Programming

Open Streets Programming

Spring/Summer 2023

HYHK again served as an Open Streets partner, working together with the NYC Department of Transportation to activate streets with programming that was free and open to the public. HYHK hosted a variety of kids' and adult classes.



Vinyl Nights

Summer 2023

During the summer months, Mobile Mondays! hosted open, free dance parties for all ages on block two of Bella Abzug Park, with live DJs playing classic hits from the '70s to the '90s.



Wellness

Spring/Summer 2023

HYHK hosted weekly wellness classes with Bien Good Well, including yoga and sound baths.

Fitness

Spring/Summer 2023

Instructors from Manhattan Plaza Health Club, HYHK's new neighborhood partner for fitness programming in the park, provided great fitness classes to the community, including twice weekly bootcamp.



Spring Fling

Spring 2023

Arts organization Colored Colors brightened blocks one and two of the park during a two-day culture festival, with vendors selling their own creations and performers sharing poetry, comedy, and music.

Movies in the Park

Summer 2023

This weekly series featured a mix of old and new movies, some set in New York City. HYHK screened *Do the Right Thing*, *Top Gun: Maverick*, *Encanto*, *The Super Mario Bros. Movie*, and *Breakfast at Tiffany's*.

Kids' Concerts

Spring/Summer 2023

A long-time family favorite, musician Mike Messer entertained kids and families all spring and summer with live concerts in the playground.



Salsa

Summer 2023

In a new partnership with concessionaire Paradis in the Park, HYHK hosted free happy-hour salsa and bachata dance lessons with Somos Latin Dance.

Marketing



In FY23, HYHK used social media – particularly Instagram, Facebook, and the HYHK newsletter – to spread the word about HYHK’s events and programs, as well as important information concerning issues in the community. HYHK’s number of followers on Instagram grew from 3,223 in 2022 to 4,024 in 2023, for a total increase of 801 followers. Additionally, printed signs posted throughout Bella Abzug Park advertised free programming and events to passersby. HYHK was also featured in a number of press publications, including *W42ST*, *Chelsea Community News*, and *City Guide*.

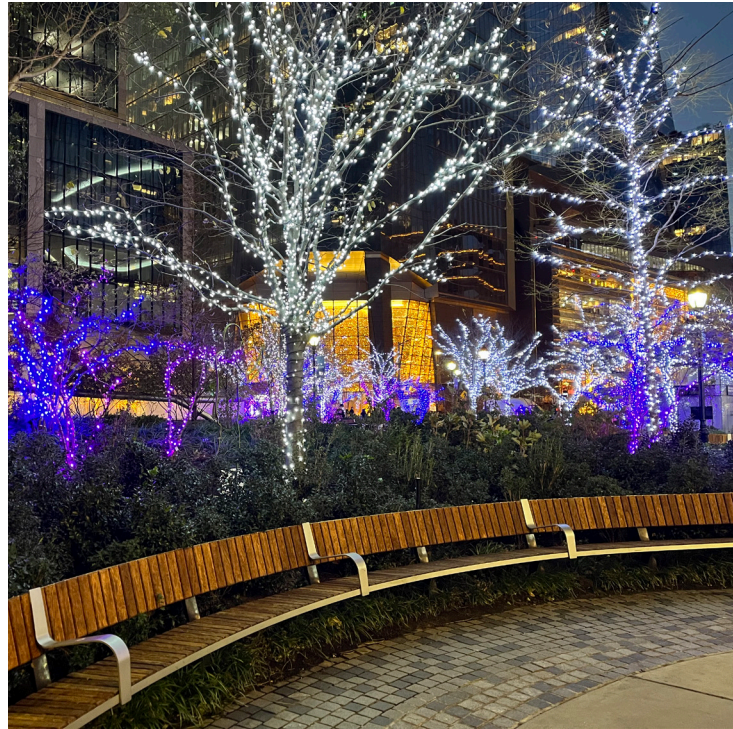


Banner Program

HYHK hosts over 150 streetlight banners in Bella Abzug Park and throughout the district, bringing awareness of the organization to residents and businesses.

Winter Lights

Lighting up trees in the park and district gives a bright, new perspective to the greenery during a typically quiet and darker time of year.



© HYHK / David Torres





HYHK Arts

Beautifying the neighborhoods of Hudson Yards and Hell's Kitchen can take many forms. Seasonal horticulture, holiday lights, street furniture, community programs, and events are all ways HYHK contributes to an active urban realm. The HYHK public arts program creates additional moments of beauty throughout the district and Bella Abzug Park. Through a dynamic roster of rotating public art exhibits, artists, and programs, HYHK provides a deep and varied experience, always free and open to the public.

Shadows

October 2022–September 2023

Local artist Fanny Allié's sculpture collection titled *Shadows* captures the hardest working members of the HYHK team, the maintenance and horticulture staff. Often seen in the background of public spaces, the team members were represented by ten human outlines that Allié created and placed throughout

Bella Abzug Park. She worked with each person individually to choose a color for the sculpture that reflected his or her personality and even added a sound component; visitors could use a QR code to access the subject's voice in such forms as a laugh, a song, a hum, or a click. HYHK thanks these team members, who make the park and district look good every day.





Photoville Festival 2023

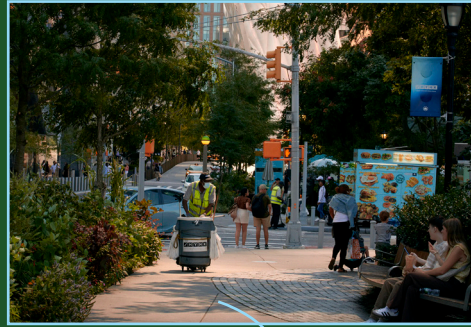
In June, Bella Abzug Park was one of the locations for Photoville, a citywide photography festival showcasing diverse stories. Exhibitions *Calories of Power; Comida* and *Asian Photographers Share the Stories Behind Their Names* were on display on block two this year.

Murals

In ongoing partnership with the Port Authority of New York and New Jersey, HYHK facilitates painted murals on the sides of the bridge walls owned by the transit entity. Artist Ashley-Simone McKenzie created the mural on 34th Street between Dyer Avenue and Tenth Avenue, and Xavier Dolidia painted the mural on 35th Street, also between Dyer Avenue and Tenth Avenue. The murals on 37th Street, “*Ancestral Harmony*” *Honoring the Descendants: Wampum and Patchwork Unite* by artist Dennis Redmoon Darkeem and *The Very Air We Breathe* and *The Seeds of Life* by artist Patti Samper, were completed with some assistance from a group of volunteers from Tishman Speyer Properties.



14 sanitation workers contracted by HYHK
 28,442 hours logged by sanitation workers
 3,688 incidents of graffiti removed
 47,568 trash bags collected
 90 trash and recycling receptacles regularly serviced
 6 public safety officers contracted by HYHK
 11,000 hours dedicated to public safety programs



Park and District Maintenance

District-Wide Improvements: Streetscape and Beautification



Horticulture

The goal of the work of HYHK is to soften the edges, whether through painted murals on the sides of bridge walls, planters in a bike lane island, or native perennial plant species in tree pits. This year, HYHK upgraded a stretch of sidewalk on Ninth Avenue with two existing tree pits and expanded them as

much as the space allowed, using the space in between for other amenities such as planters and bike racks. Where there was concrete and an old fence, there are now a riot of native plants, useful bike racks, and pretty planters. This area also connects to the public plaza, the Canoe, expanding HYHK's green footprint in the district.



© HYHK / Daniel Scorse

Graffiti Removal

With a renewed focus on graffiti removal, HYHK started a new initiative of dedicating one maintenance team member solely to graffiti removal in the district.

Financial Statements

FY23 Financial Summary

Statement of Cash Flows

Total Cash at Beginning of Year	\$1,099,350
Total Revenue	\$3,348,995
Operating Expenses	\$3,230,734
Capital Expenses	\$171,440
Park Restricted Capital Reserve Expenses	\$83,467
Total Cash at End of Year	\$962,704

* Paradis in the Park given additional rent-free period
No special events

** Grant reimbursements delayed

*** Mostly due to pump failures in ornamental fountain

Operating Income and Expenses

REVENUE	<i>Actual</i>	<i>Budget</i>	<i>Delta</i>
Assessment Revenue	\$3,300,000	\$3,300,000	–
Park Revenue	–	\$44,000	\$(44,000)*
District Revenue	\$30,957	\$17,500	\$13,457
Contributions and Grants	\$17,007	\$40,000	\$(22,993)**
Other Revenue	\$1,031	\$1,000	\$31
Total Revenue	\$3,348,995	\$3,402,500	\$(53,505)
EXPENSES			
Park	\$1,726,859	\$1,745,151	\$(18,292)
District	\$1,027,546	\$1,103,665	\$(76,119)
Administrative	\$476,329	\$501,257	\$(24,928)
Total Expenses	\$3,230,734	\$3,350,073	\$(119,339)
Operating Surplus/Deficit	\$118,261	\$52,427	\$65,834

Capital Expenses

	<i>Actual</i>	<i>Budget</i>	<i>Delta</i>
Park	\$63,281	\$60,000	\$3,281
District	\$108,159	\$93,210	\$14,949
Total Capital Expenses	\$171,440	\$153,210	\$18,230

Park Restricted Capital Reserve

Starting Balance	\$143,001
Interest Earned	\$4
Allocations Added (Deposits)	\$50,000
Expenses (Withdrawals)	\$(83,467)***
Ending Balance	\$109,538

FY24 Budget

Operating Expenses

	<i>Total</i>	<i>Park</i>	<i>District</i>	<i>Administrative</i>	
TOTAL OPERATING REVENUE:					
\$4,169,500					
Salaries	\$788,148	\$334,392	\$172,093	\$281,663	
Benefits	\$209,389	\$111,031	\$50,438	\$47,921	
Payroll Taxes	\$51,094	\$21,678	\$11,156	\$18,260	
Insurance	\$55,522	\$20,581	\$16,120	\$18,822	
Consultancy / Legal	\$39,600	\$24,000	\$13,200	\$2,400	
Sanitation Service	\$891,411	\$442,916	\$448,496	–	
Horticulture Service and Materials	\$372,171	\$131,429	\$240,743	–	
Programming / Holiday	\$215,000	\$174,500	\$40,500	–	
Marketing / Branding	\$39,000	\$25,000	\$14,000	–	
Pest Control	\$49,500	\$28,800	\$20,700	–	
Security	\$582,184	\$527,720	\$54,464	–	
Supplies and Equipment	\$37,800	\$36,000	\$1,800	–	
Furniture Maintenance	\$12,000	\$6,000	\$6,000	–	
Public Art	\$132,000	\$80,000	\$52,000	–	
Telecommunications	\$4,200	\$4,200	–	–	
Fountain Maintenance and Materials	\$48,857	\$48,857	–	–	
Electrical / Utilities	\$4,800	\$4,800	–	–	
Vehicle Expenses	\$13,200	\$13,200	–	–	
Pedestrian Managers	\$120,000	–	\$120,000	–	
Storefront Improvement Program	\$12,000	–	\$12,000	–	
Rent	\$81,000	–	–	\$81,000	
Office Expenses	\$55,200	–	–	\$55,200	
Accounting / Audit	\$25,150	–	–	\$25,150	
Meetings	\$18,250	–	–	\$18,250	
Total Operating Expenses	\$3,857,477	\$2,035,102	\$1,273,710	\$548,665	
					Net Operating Revenue:
					\$312,023
					Allocation to Park Restricted Capital Reserve:
					\$100,000
					Allocation to Discretionary Capital Fund:
					\$200,000
					NET TOTAL OPERATING SURPLUS / DEFICIT:
					\$12,023

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Class A-1 to A-3

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HYHK Would Like to Thank the Following *for Their Hard Work:*

Adler Group

Allied Universal

Anthony Padilla

Aqua Design Group

Ashley-Simone McKenzie

Carter Ledyard & Milburn LLP

CHEKPEDS

City-1 Maintenance Inc.

Clinton Housing Development Company

Colored Colors

Congressman Jerrold Nadler

Covenant House

Deborah Buyer Law

Debra Simon

Dennis Redmoon Darkeem

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Zing! Kids

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