



FY19
Annual Report

HUDSON
SQUARE

Celebrating 10 Years of Community

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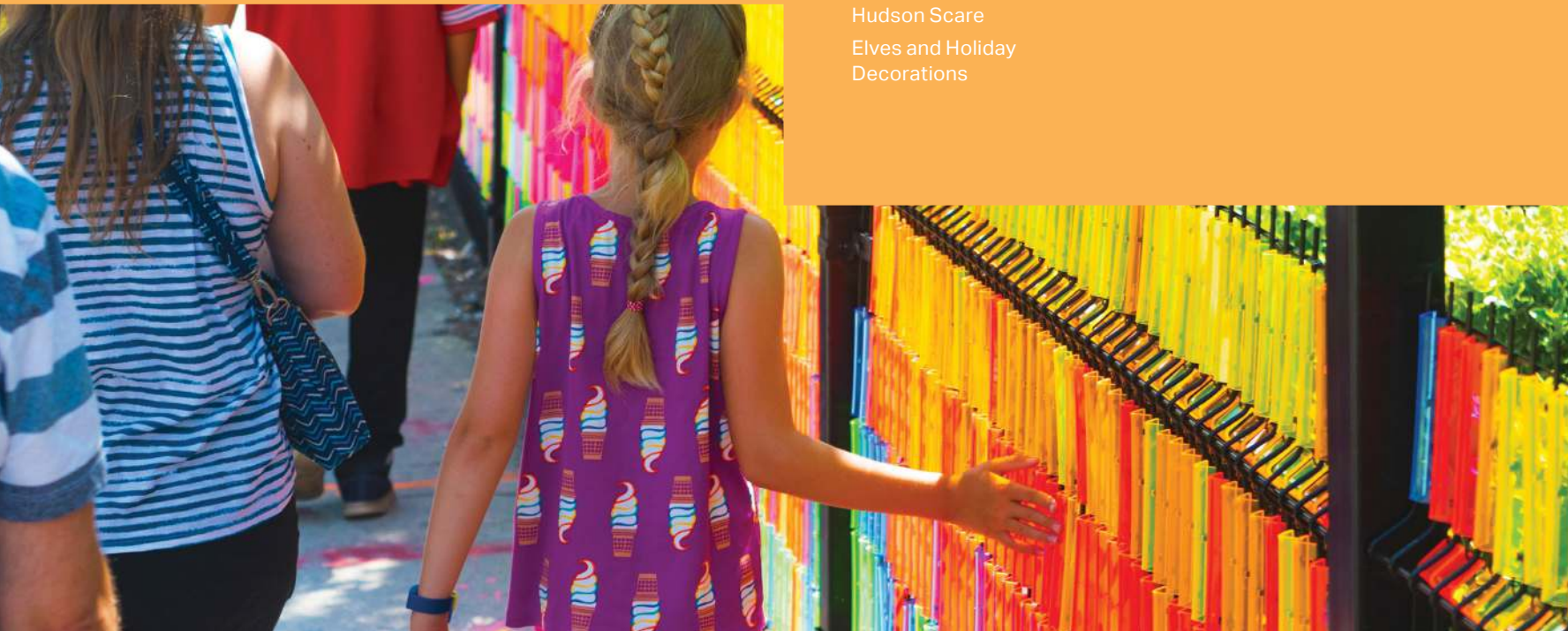
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A message from the Chair and the President



Liz Neumark
Chair



Ellen Baer
President and CEO

When we began the Hudson Square BID in 2009, no one quite knew what to make of the former Printing District: somewhere west of Soho, and south of the Village, with its half-full loft buildings and rush hour streets packed with cars bound for the Holland Tunnel, the area lacked an identity of its own. A decade later, the neighborhood has transformed into a hub for businesses on the creating edge of innovation, with seven open spaces, 250 trees, and a daytime population of 70,000 people. In this, our 10th annual report covering the fiscal year of July 1, 2018–June 30, 2019, you will see highlights from the past year and a glimpse into our major milestones over the past 10 years (see our special timeline on page 12).

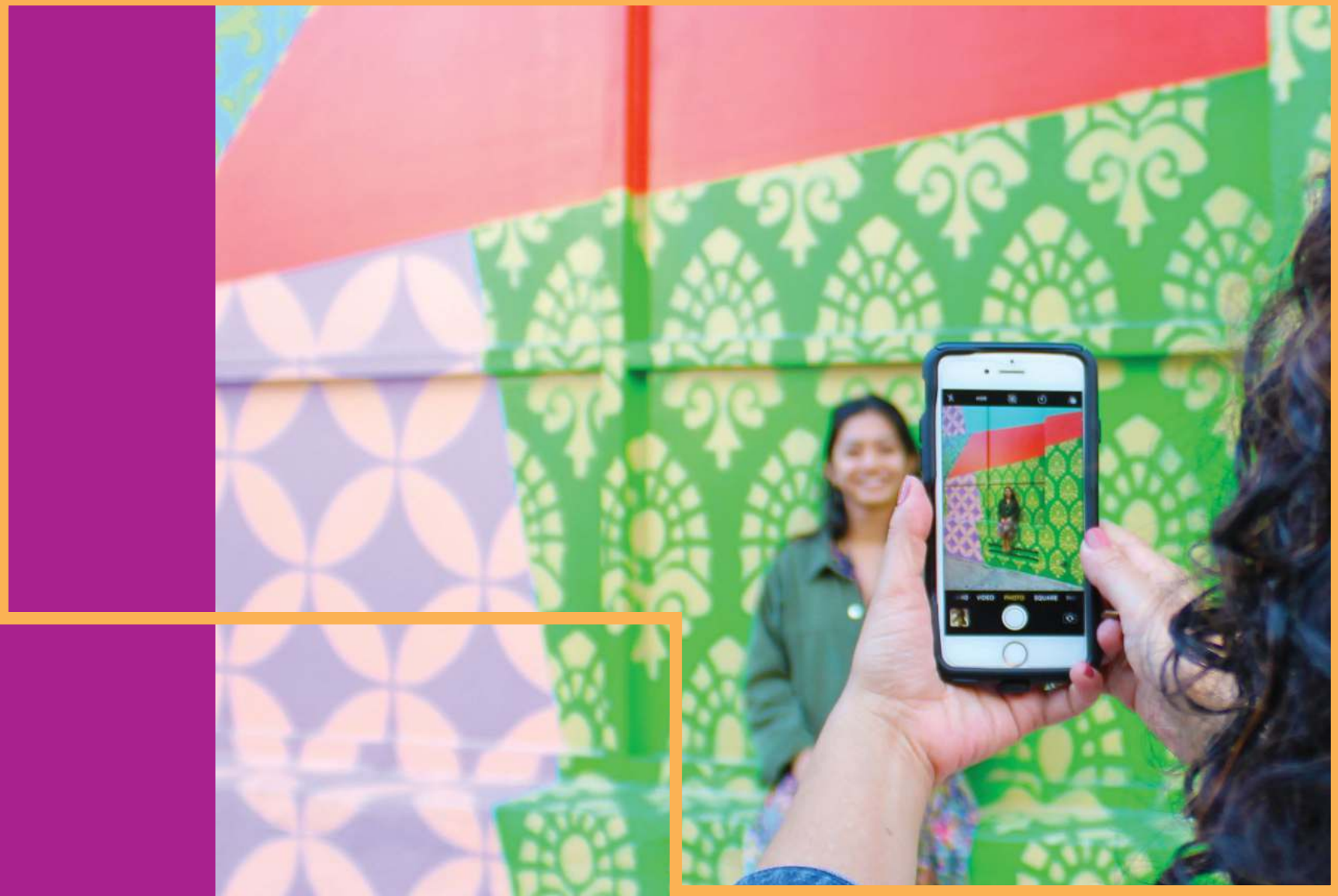
Since our inception, the Hudson Square BID has brought the creative energy from inside our buildings out onto the streets with the creation of our state-of-the-art outdoor spaces and placemaking programs. Through our \$27MM public-private partnership with the City, *Hudson Square is Now*, we have improved pedestrian safety, enlivened our streets, and created a sense of community. The plan, unveiled in 2011, highlighted four major public-private partnership projects. Eight years later, we have completed or begun the implementation of all four projects. We have established the platinum standard for urban forestry with our 250 (and counting!) *Hudson Square Standard* trees; designed, built, and now maintain Spring Street Park, our new space on Spring Street and Sixth Avenue; and transformed two formerly deserted and gated lots around the Holland Tunnel into the Freeman Plaza parks; and we are commencing a design-build project in partnership with EDC and DOT, which will transform Hudson Street into a grand boulevard with a protected bike lane, gardens, and outdoor seating.

But, alas, in Hudson Square, the Holland Tunnel is simply a part of life. The BID's hope has always been to make this important regional transportation facility a background condition and not the defining characteristic of this neighborhood. In 2011 we debuted our Pedestrian Safety Managers on Varick Street, and eight years later we have expanded the program. These efforts to make Varick Street a more pleasant experience for pedestrians have resulted in a 45 percent decrease in blocked intersections and crosswalks and a 36 percent decrease in horn honks. Our efforts go beyond our crossing guard program; after our advocacy and the 2018 release of a traffic study and op-ed, the BID worked with local elected officials to change the tolling scheme on the Verrazzano-Narrows Bridge (VNB) to eliminate the impact of "toll shopping" on local Holland Tunnel traffic. Our advocacy led to federal action to bring two-way tolling back to the VNB.

For the past decade, the Hudson Square BID has worked to support and celebrate this great neighborhood for what it is—one of the most energizing locations in the world's most exciting city. This year we unveiled a new public art initiative, *Hudson Square Canvas*, that reinforces Varick Street as a pedestrian boulevard through a dynamic urban art gallery of large-scale street art installations. *Hudson Square Canvas* features original artworks from four contemporary artists, whose styles complement Hudson Square's identity. In celebrating 10 years of community, this gallery is our gift to the neighborhood and an exhibit that captures the essence of Hudson Square's evolution from Printing District to media and communications hub.

As we look back, we would like to thank our Board, task forces, Community Board 2, partnership with the City of New York, and most of all the creative businesses that give the place its unique vibe and foster this connected community.

Transforming Perception



Since 2009 the BID has transformed the perception of Hudson Square as a place for cars and trucks into a place for people and businesses. In 2019 our open spaces allowed pedestrians a place to come together and connect outdoors. We even reclaimed some of the extra-wide sidewalk on King Street for a new outdoor pedestrian space between Hudson and Greenwich streets. And, as part of the BID's 10th anniversary, we unveiled *Hudson Square Canvas*, a new public art program that transforms Varick Street into an urban art gallery and a place for people.

Spring Street Park

In October we celebrated the ribbon cutting for our new open space, Spring Street Park. The community gathered for live salsa music and a ceremony with the NYC Department of Parks & Recreation, the NYC Department of Transportation, the Uruguayan Consulate, and elected officials. A big thank you to all who helped make this project possible and who attended our celebration, including Council Speaker Corey Johnson, Borough Commissioner William Castro, Consul General of Uruguay Pauline Davies, State Senator Brad Hoylman, State Senator Brian Kavanagh, Assembly Member Deborah Glick, Deputy Borough President Aldrin Bonilla, and Manhattan Community Board 2 First Vice Chair Dan Miller.

Our park, which is maintained by the BID, is open to the public seven days a week. This summer we also unveiled free Wi-Fi sponsored by Google. This partnership between the BID and Google reinforces Hudson Square's commitment to digital accessibility. The park's cutting-edge design and furniture and the new addition of free Wi-Fi make it evident that Hudson Square is a neighborhood adapting for the future.

Our summer programming of free meditation classes and a pop-up draw cart provided the perfect complement to our new movable furniture and bright branded umbrellas. Thank you to our partners, local meditation studio The Spring and the Uni Project/Street Lab! Our new park has already become a place to zen out or channel creating energy!



@missinglibrarian said: Never know when you will run into a Little Library—in this case, a park behind the Holland Tunnel. They always bring me joy. #hudsonsquare



Freeman Plaza East and West

This spring, the neighborhood celebrated the sixth anniversary of Freeman Plaza West with a community event marking the start of the season. The party featured live music and free food samplings from Adoro Lei, Katchkie Farms, MAV at Hotel Hugo, and Harold's Restaurant at the Arlo Hotel. While partygoers tasted our local treats, Children's Museum of the Arts, The Spring, and Real Pilates provided activities on our turf lawn. We had over 400 people attend the party—thank you to the community and our partners for celebrating with us!

This summer we brought back our popular summer programming to Freeman Plaza West, with pilates on Tuesdays with Real Pilates and personalized stretching on Wednesdays with Lymbr. We also brought back our Live@Lunch

concert series by offering Freeman Plaza as a venue for young music school students. Students from The Door, School of Rock, Music Club of Gowanus, and Guitar Mash rocked out in Hudson Square, as the local community caught a glimpse into the younger generation's creating edge!

Freeman Plaza continues to be an oasis and a place for the neighborhood to take a break, enjoy the outdoors, and come together as a community. We project that there were 54,000 visitors* to Freeman Plaza East and West during this past open season! We continue to improve our popular plazas, and this year we added new movable furniture to Freeman Plaza East, and we plan to improve the space even more once nearby construction subsides. A wider audience has taken note of Freeman Plaza's success—in March we won a merit award from the American Society of Landscape Architects in recognition of the plaza's design!

*Data from Eco-Counter; spaces open mid-May to mid-November



The Hudson Square BID continues to create open spaces in unexpected places. This year we took the underutilized block on King Street between Greenwich and Hudson and created an outdoor space for people. As part of our larger initiative to activate the neighborhood with temporary public art, we also added an interactive sculpture on the sidewalk.

The community-focused art piece, *Common Ground*, by Risa Puno, literally brings people closer together with its unique design and seating elements. The piece celebrates harmony and diversity, two values that are core to Hudson Square's identity. The interconnected tables and benches each have different mosaic designs inspired by NYC's unique mix of cultures and iconic architecture. The temporary work is presented in partnership with New York City DOT's Art Program, with support from Hudson Square Properties and Le Pain Quotidien. We also transformed two parking spots into a DOT "Street Seat," a social public space that is open seasonally. The space is a partnership with DOT to create an attractive setting for eating, reading, or taking a break with a friend.

King Street

581^{SF}

of Temporary Open Space Created with Street Seat and Interactive Sculpture Installations

32,000+

Projected Visitors* to the King Street Activations

Our Street Seat has the following elements

- Chairs and bistro tables
- Planters for additional greening
- Branded umbrellas for shade

These new improvements came just in time for the warm weather and Hudson Square's street fairs with PopUp NY. The spot has become the go-to place in the neighborhood for crafts, food, and live music.



06

07

*Based on sample weekday counts between 9am and 5pm; Sculpture installed mid-May to September; Street Seat installed mid-June to mid-November



Rendering by W Architecture and Landscape Architecture

Hudson Street

This spring, we announced the contractor team for the next phase of our Hudson Street redesign, including Prima Paving Corporation, Sam Schwartz Engineering, D.P.C, and MNLA. The \$12MM project, a partnership with the city's Economic Development Corporation and the Department of Transportation, will create a protected bike lane while transforming our stretch of Hudson Street into a grand boulevard.

The design-build approach—which is new to City contracting—combines the design and construction contracts under a single process, substantially reducing the amount of time for project implementation. This method has been proven to significantly increase efficiency, minimize disturbance to communities, and help reduce overall project costs. Construction will be underway in 2020. We're thrilled to be on the cutting edge of City infrastructure!

Some of the project's main features include

- Parking-protected bike lane on Hudson Street from Houston to Canal
- New benches providing approximately 168 additional seats
- Using continuous tree pits and permeable pavers to maximize storm water capture
- 8,059 square feet of planting areas filled with various trees, shrubs, and perennials
- Extension of the sidewalk up to five feet
- Sidewalk realignments and new pedestrian ramps
- 2,255 square feet of allowable space for future sidewalk cafés
- Over 20 additional bicycle parking spots

08

Hudson Square Canvas

Hudson Square has always been the neighborhood on the creating edge of innovation. Formerly the Printing District of the 1920s, home to whirring presses and printers' magic, today's Hudson Square remains the heart of NYC's creative economy, hosting digital wizards, brilliant broadcasters, talented trendsetters, serious scientists, and global brand beacons. They come for the creative energy, human-scale streets, and expansive office space, and the excitement of a community on the move—where an industrious past is the foundation for a bold stake in what's to come. Since 2009, the Hudson Square BID has brought the creative energy from inside our buildings out onto

the streets with our state-of-the-art outdoor spaces and community programs. This year, we unveiled a new public art initiative, *Hudson Square Canvas*, that reinforces Varick Street as a pedestrian boulevard through a dynamic urban art gallery of large-scale street art installations. In celebration of our 10 years as an organization, this gallery is our gift to the neighborhood and an exhibit that tells the story of Hudson Square's evolution on the creating edge.

Hudson Square Canvas features original artwork from four contemporary artists whose styles complement Hudson Square's values and identity. Artist Greg Lamarche draws inspiration from typography; his artwork on the side of 200 Varick Street conjures the neighborhood's printing past in a fresh and bold way through his use of color and fonts.

Brooklyn-based artist Hellbent's stunning hand-painted mural on the façade of 131 Varick Street uses his unique designs of interwoven color blocks and stenciled

patterns that are drawn from classic fabric and wallpaper motifs. The work's graphic design evokes the storytelling methods of our local media and ad agencies.

The collaborative sculpture of Claudia Ravaschiere and Michael Moss uses 5,000 pieces of translucent acrylic on the fence of Freeman Plaza East, which creates a dynamic prism that echoes the architecture of our neighborhood's expansive and sunlit buildings. And Katie Merz, known for her process of weaving personal, site-specific stories to create pictograms and hieroglyphs, uses 161 Varick and 181 Varick as her canvases for pieces that reflect both the history and present moment of the neighborhood.

We would like to thank Edison Properties, GFP Real Estate, Marriot Hotel, and the Port Authority of NY & NJ for allowing the community to use their buildings as canvases, and to Sherwin Williams Co. for donating supplies and paint for the program.

@hausmanllc said:

Liking the new color in the neighborhood popping over at 131 Varick, courtesy @hellbent_ and @hudsonsquarenyc. We'll have to keep a look out for more #hudsonsquarecanvas! 🙌

@yoknapatawpha said:

Hudson Square got a little more colorful in August. Several murals and art pieces were added along Varick Street.



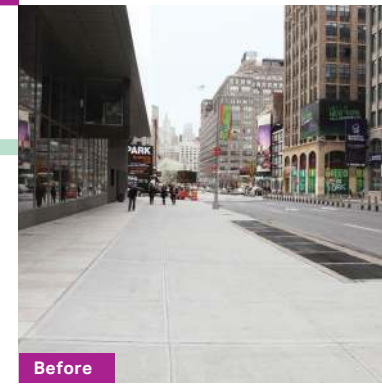
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10-Year Anniversary

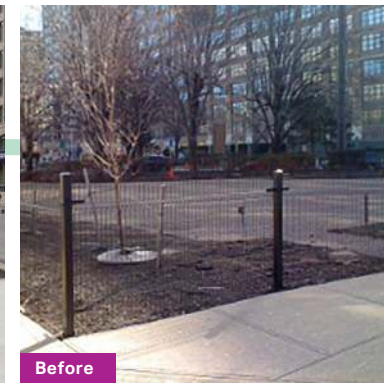


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11



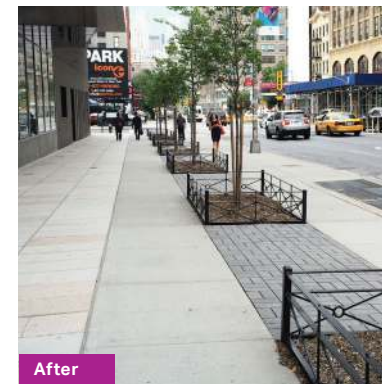
Before



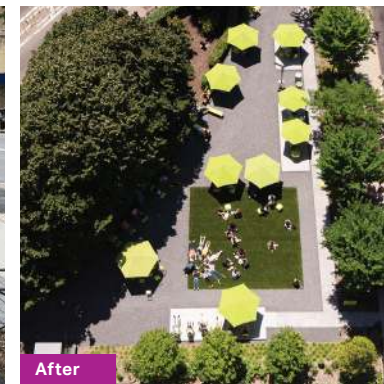
Before



Before



After



After



After

This year, the Hudson Square Business Improvement District turned 10 years old! When we began the Hudson Square BID in 2009, no one quite knew what to make of the former Printing District: somewhere west of Soho, and south of the Village, with its half-full loft buildings and rush hour streets packed with cars bound for the Holland Tunnel, the area lacked an identity of its own.

A decade later, the neighborhood has transformed into a hub for businesses on the creating edge of innovation, with seven open spaces, 250 trees, and a daytime population of 70,000 people. Our signature programs have enhanced the pedestrian environment, promoted sustainability, and mitigated traffic conditions. To celebrate 10 years of community in Hudson Square, we are taking a look back at our greatest accomplishments and at all the ways in which this great neighborhood has evolved. Check out our fun timeline on the next pages to learn more.

Hudson Square BID is formed, as we establish ourselves in the community

30,000
Daytime Population in Hudson Square

20
Grab and Go Lunch Options

2
Public Spaces

New Tenants: Edelman and Horizon Media



2009



75 volunteers participated in our first event Hudson Square Connects



Preliminary traffic and pedestrian study identified quick fixes (see 2011 for implementation)

HUDSON SQUARE

CELEBRATING 10 YEARS OF COMMUNITY

2010



Lentspace opened, transforming an open lot near Duarte Square into a temporary open space and retail venue



Debuted our Pedestrian Safety Managers (PSMs) pilot program on Varick Street; their deployment decreases blocked intersections and crosswalks by 45% and horn honks by 36%



Flaming Cactus public art display installed on DOT street poles all over the neighborhood

New Tenant: Westville and NY Genome Center

35
Bike Racks Installed



\$27MM

Hudson Square is Now, the BID's Streetscape Improvement Plan, is launched, tackling four major public-private partnership projects: Spring Street Park District-Wide Improvements, Redesign of our Hudson Street corridor, Spring Street's distinctive lighting and planting



Quick traffic fixes in partnership with Community Board 2 and NYC Department of Transportation: New signage, street markings, countdown signals, and a cross walk at Watts Street

2011



New Tenant: Children's Museum of the Arts

1,000
Twitter Followers at #HudsonSquare

2012

Pedestrian Safety Managers became a permanent fixture during weekday rush hour on Varick Street

Pedestrian traffic islands adjacent to Freeman Plaza are opened, improving pedestrian safety by the Holland Tunnel

Opened Freeman Plaza West



The Hudson Square Standard (HSS), our tree planting program, is unveiled, with permeable pavers and extra-large tree pits that allow for stronger and healthier trees; program is funded with \$1.2MM of BID funds

2013



140
Trees Planted or Retrofitted Using HSS

New Tenants: Houseman Restaurant, Lazy Point, DogPound, and Souk and Sandwich

Norman Buchbinder Placemaking award for Hudson Square is Now

Hudson Square rezoned to create a mixed-use neighborhood



30
Trees Planted as Part of Our First Phase of HSS

\$1.93MM
in EDC Funding for Spring Street Park and Received PDC Approval for Preliminary Design



Neighborhood super, Robert Awuah, is hired to help maintain improvements

American Society of Landscape Architects Merit Award given to Hudson Square Standard

Opened Freeman Plaza East and North

Distinctive lighting installed along Spring Street

New Tenants: Gregory's and Squarespace

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2015



MAStErworks Best New Urban Amenity awarded by Municipal Art Society's for HSS



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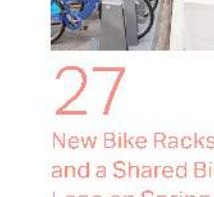
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City's draft design guidelines for affordable housing recommend HSS as best practice

+11%
Increase in Pedestrian Movements

+14%
Subway Ridership



Received \$3.5MM in City funding for Streetscape improvements



Transit Authority upgrades entrances/exits at the 1 train Houston Street station

HSS Awarded IDA Merit for planning

Started Hudson Square's Instagram account

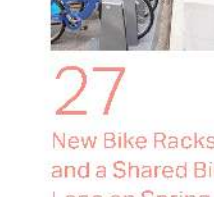
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Office Vacancy Rate Dropped to 3.7% in Local (from 7.8% in 2009)



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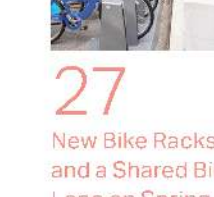
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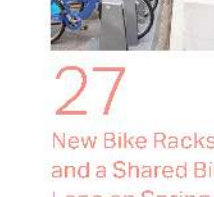
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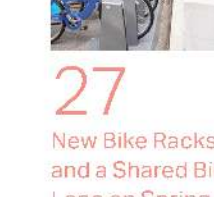
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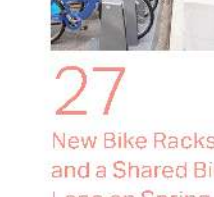
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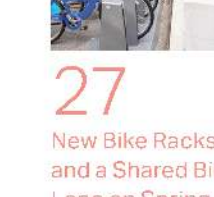
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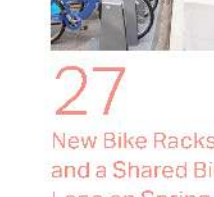
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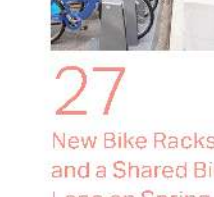
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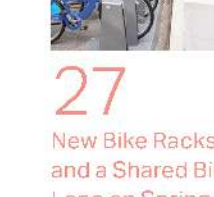
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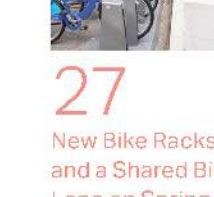
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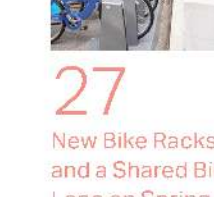
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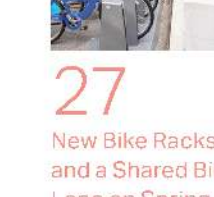
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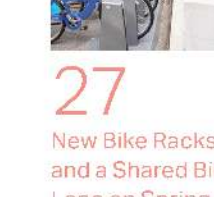
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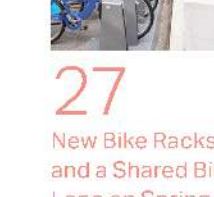
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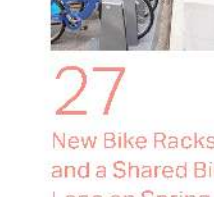
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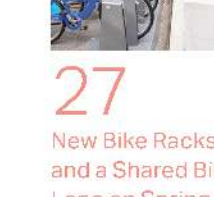
52.5%
Office Vacancy Rate Dropped to 3.7% in Local (from 7.8% in 2009)



City's draft design guidelines for affordable housing recommend HSS as best practice

+11%
Increase in Pedestrian Movements

+14%
Subway Ridership



Received \$3.5MM in City funding for Streetscape improvements



Transit Authority upgrades entrances/exits at the 1 train Houston Street station

HSS Awarded IDA Merit for planning

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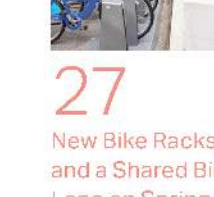
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+11%
Increase in Pedestrian Movements

Operations



Even as we continue to design, fund, and implement the public improvements needed to make Hudson Square a thriving neighborhood, we're ever mindful of the day-to-day work needed to keep Hudson Square humming. Every day, the BID staff and our contractors are conceiving and enacting programs and initiatives to ensure that the people who work, live in, and visit Hudson Square love the neighborhood as much as we do. Keep reading to learn more about our efforts to make Hudson Square a place for people.

↓10%

Approximate Reduction of Westbound Trips Across Lower Manhattan into the Holland Tunnel

↓130

Vehicles Per Hour During Afternoon Rush Hour

While this year's *Hudson Square Canvas* has transformed Varick Street into a beautiful and engaging pedestrian experience, traffic mitigation and pedestrian safety have long been primary areas of focus and a key reason for the BID's formation.

In 2018 the BID released a report on "toll shopping," showing that instituting two-way tolling on the Verrazzano-Narrows Bridge (VNB) would reduce traffic congestion in Lower Manhattan and help increase pedestrian and cyclist safety in Hudson Square and along Canal Street. In fact, the report estimated that instituting two-way tolling on the VNB would reduce the number of westbound trips across Lower Manhattan into the Holland Tunnel by approximately 10 percent.

During the afternoon rush hour this would remove more than 130 vehicles per hour from Hudson Square's streets. Our study also shows that combining two-way VNB tolling with congestion pricing would have an even more significant impact on traffic mitigation and pedestrian safety.

After the publication of the study last year, the BID has worked with elected officials and other stakeholder groups to continue to advance two-way VNB tolling as the larger congestion pricing negotiations continued.

In 2019 our efforts led to federal support to bring two-way tolling back to the VNB. On April 28, U.S. Representatives Jerry Nadler, Max Rose, and Nydia Velazquez, MTA Chairman Patrick Foye, State Senator Brian Kavanagh, Assembly member Jo Anne Simon, and Council members Justin Brannan and Margaret Chin announced the news.

We would like to thank our Board and the elected officials that have helped support us in elevating this issue.

We continue to improve our Pedestrian Safety Management (PSM) program by conducting biweekly meetings to develop staffing schedules and report on current services. We coordinate regularly with our PSMs in preparation for high-traffic days and have begun to communicate with Traffic Enforcement Agents (TEAs), who are intermittently deployed on Varick Street during heavy traffic days.

Traffic and Pedestrian Safety Management





Tree Health, Horticulture, and Maintenance

In 2019, Our Team Completed:

| | | |
|----------------|--------------------|-------------------|
| 217 | 31 | 18 |
| Reported Cases | Tree Guard Repairs | Graffiti Removals |

Our maintenance team continues to meet our neighborhood's needs. In 2019, our team grew to two full-time maintenance workers and a part-time summer employee, which enables us to be fully operational seven days a week. And with our use of the Salesforce data system, our maintenance tracking has grown more sophisticated. Through Salesforce we are able to link maintenance issues to the building or streetscape element in which they are related. This allows us to pinpoint the areas that contain the most maintenance issues and deploy our maintenance staff to these areas.

Our landscaping services have grown as we have added outdoor spaces and more trees. With our new Street Seat, we installed nine new planters to add greenery to the outdoor space. Our horticulture efforts have now lead to a total of 56 planters around the neighborhood. The urban environment can be bruising, and it has been six years since we started planting and retrofitting *Hudson Square Standard* trees all over the neighborhood. We have amped up our efforts to protect both young and old trees in areas of concentrated construction by providing additional watering, pruning, and fertilizing.

18

19

Constituent Services

The BID continues to serve as a resource for local businesses and stakeholders by reporting neighborhood conditions, conveying important information, and serving as a liaison with City government.

This year we reported 62 '311' cases and 38 Street Activity Permits to local businesses, allowing them to optimally conduct business in the midst of the City's bustle. We also hosted our annual property manager's breakfast at 325 Hudson Street where we invited NYPD's Neighborhood Coordination Officers (NCOs) to hear concerns and develop relationships with local stakeholders.

The NYC Department of Sanitation also attended and provided a briefing of the Administration's Commercial Waste Zone proposal. And as the number of buildings under construction has grown, the BID has also become a source of information for the community. This year we communicated 19 construction updates to local businesses and property owners.

38

Street Activity Permits to Local Businesses

19

Construction Updates to Local Businesses and Property Owners

62

311 Cases Reported

Residential and Commercial Development



550 Washington Street
Oxford Properties
1.3M SF



110 Charlton Street
Cape Advisors
278K SF



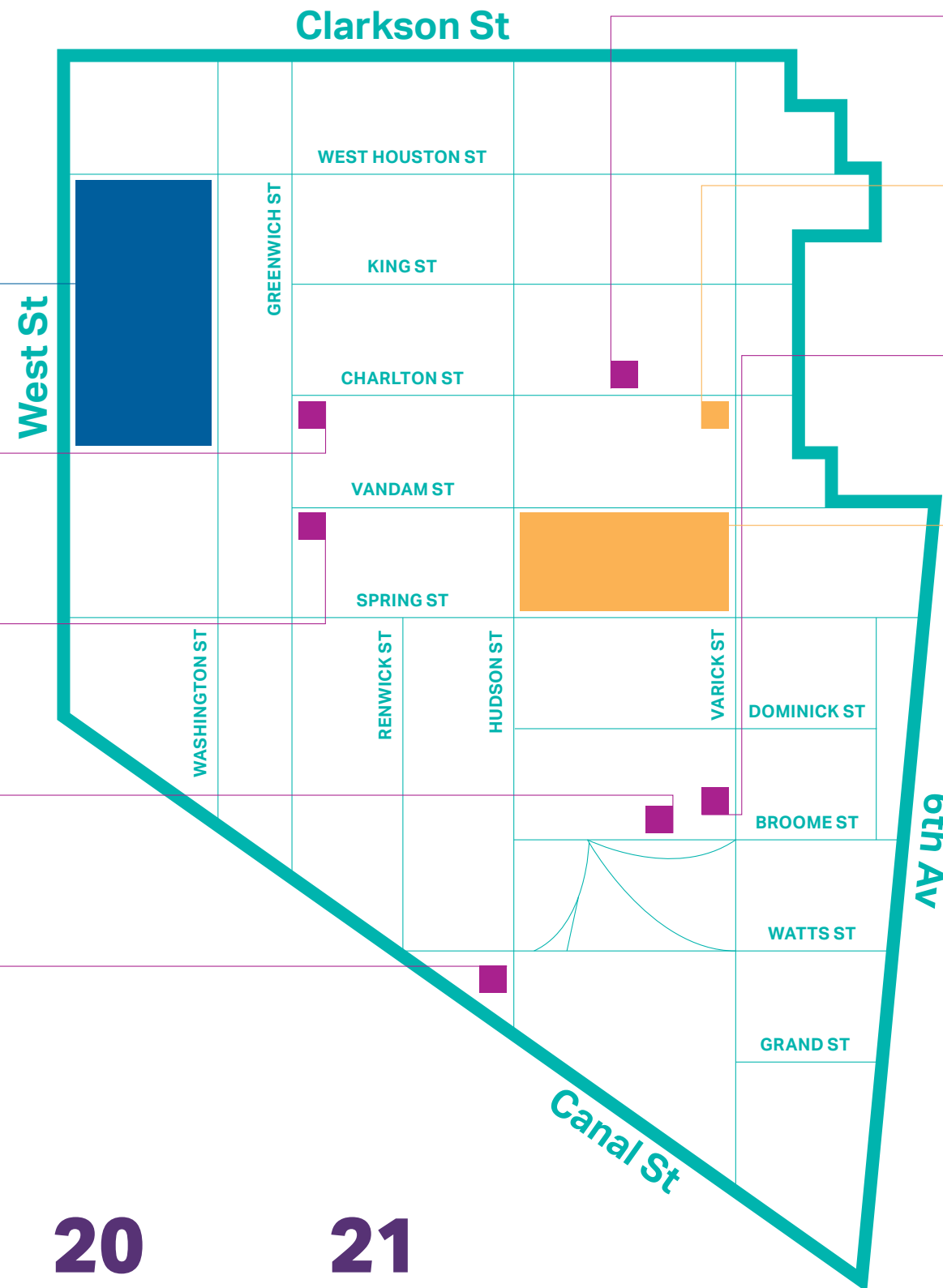
100 Vandam Street
Jeff Greene
177K SF



570 Broome Street
Agime Group
88K SF

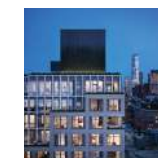


219 Hudson Street
Express Builders JB
32K SF



20

21



77 Charlton Street
Toll Brothers City Living
222K SF



60 Charlton Street
APF Properties
98K SF



111 Varick Street
Madigan Development
125K SF

4 Hudson Square
The Walt Disney Company
1.3M SF

Key

- Residential Development
- Commercial Development
- Mixed Use
- Neighborhood Footprint

In response to the continuing demand for living and working space in Hudson Square, our neighborhood is experiencing a significant uptick in construction. In 2018, the Walt Disney Company announced plans to develop 4 Hudson Square into the new home for Disney's New York headquarters, and this spring they began construction on their 1.3MM SF building. The St. John's Terminal site, under development by Oxford Properties and Atlas Capital, will be 1.3MM SF. Hudson Square is a growing and vibrant neighborhood!

**Building
Community**



Hudson Square is a creative, industrious, and passionate community. In FY19 the BID created a variety of opportunities for our community to volunteer, come together, and show their passion on a neighborhood-wide scale.



A Growing Community

One of Manhattan's most energizing neighborhoods, Hudson Square remains a magnet for new creating-edge companies. In December, Google announced a new NYC campus in Hudson Square with leases in 550 Washington, 345 Hudson, and 315 Hudson. 2019 also saw great growth in our retail options, with Solidcore at 260 Hudson, Blue Bottle Coffee at 75 Varick, Cutler Salon at 229 Hudson, and Hudson Square's own brewery, Torch & Crown, at 12 Vandam.

And our community has expanded even more with the completion of our BID expansion process! As of July 1, 2019, following a three-year outreach and public approval process, we have welcomed our new community members and have begun marketing services for the expansion area. We will be extending our signature custom holiday lights to our new boundaries this holiday season. We are excited to extend our streetscape and traffic services to our new boundaries with an expansion of our tree planting program and the deployment of crossing guards on Clarkson and Varick. We are gearing up for a new community-planning initiative later this year. In the meantime, we are excited to see our map finally represent the neighborhood's complete boundaries.



@oshun913 said:
New work hood is so pretty
#hudsonsquare

Hudson Square is where ambition meets action—it is where dreamers are also doers. Our local companies seek opportunities to connect, make a positive impact on their local communities, and produce tremendous results.

This year our mentorship program with CTE High School was awarded a nomination by the NYC CTE network. The program partnered local students with local creative mentors from Edelman, Open, United Entertainment Group, and InDemand. The community also gathered to network and discuss big ideas with tangible results on how to create a more connected neighborhood.

This year's Annual HR Breakfast was hosted by Concentric Health Experience and sponsored by Vivvi. Participants discussed ways for employees to explore the neighborhood and celebrate June's month of LGBTQ+ Pride. We also gathered a steering committee of local CSR (Corporate Social Responsibility) representatives from Horizon Media, Squarespace, Medidata, Edelman, Warby Parker, and Mekanism and began the discussion about creating a more socially responsible and sustainable neighborhood. Look out for more to come!

Community service opportunities continue to gather large numbers of volunteers from Hudson Square companies. At our annual daffodil planting we had 46 volunteers from TED, LogicWorks, Viacom, TD Bank, Workman Publishing, Forsman & Bodenfors, and NYC iSchool.

We also began a new green volunteer program that recruited volunteers to paint our tree guards and clean litter from our tree pits, helping keep our neighborhood clean. Appropriately initiated on Earth Day, this year's program garnered about 300 participants from Entercom Media, Concentric Health Experience, LogicWorks, Weiden+Kennedy, Medidata, and Accenture.

Thank you to all of our volunteers!



Affinity Groups and Volunteer Opportunities

@larkinsu said:
Earth Day 2019...ETM NY team getting ready to clean up Hudson Square #entercom

@NEW102.7 said:
Doing our part on #EarthDay cleaning up, painting + working together to make our area around @HudsonSquareNYC a little brighter. #1Day1Thing

Hudson Scare



Local companies celebrate Halloween as a moment to show off their creativity. Each year the Halloween Parade lines up in our streets with costumes, floats, and a creative theme. As the festive vibes continue to grow during October, so too does our Hudson Scare program.

In 2019 we expanded our signature spooky cocktails program to include custom concoctions from local cafés and restaurants. We highlighted these beverages and café items and encouraged the community to explore our retail through a Hudson Scare digital scavenger hunt with curated Hudson Square trivia and Halloween tasks throughout the neighborhood. We also activated the ground floor experience by placing 32 “Cabinets of Curiosities,” body parts of various mythological creatures, in retail windows. These former Halloween Parade props further cemented Hudson Square as home to Halloween and brought a festive atmosphere to the neighborhood.

@penguinclassics said:
The witching hour is upon us 🍷 Happy Halloween! 🍷
If you could dress up as any literary figure, who would it be? 🧛🧛🧛

@nycgo_press said:
Insider tip, wickedly good cocktails in #HudsonSquare priced at \$10 available through Halloween night only. More information, HudsonSquareBID.org/HudsonScare



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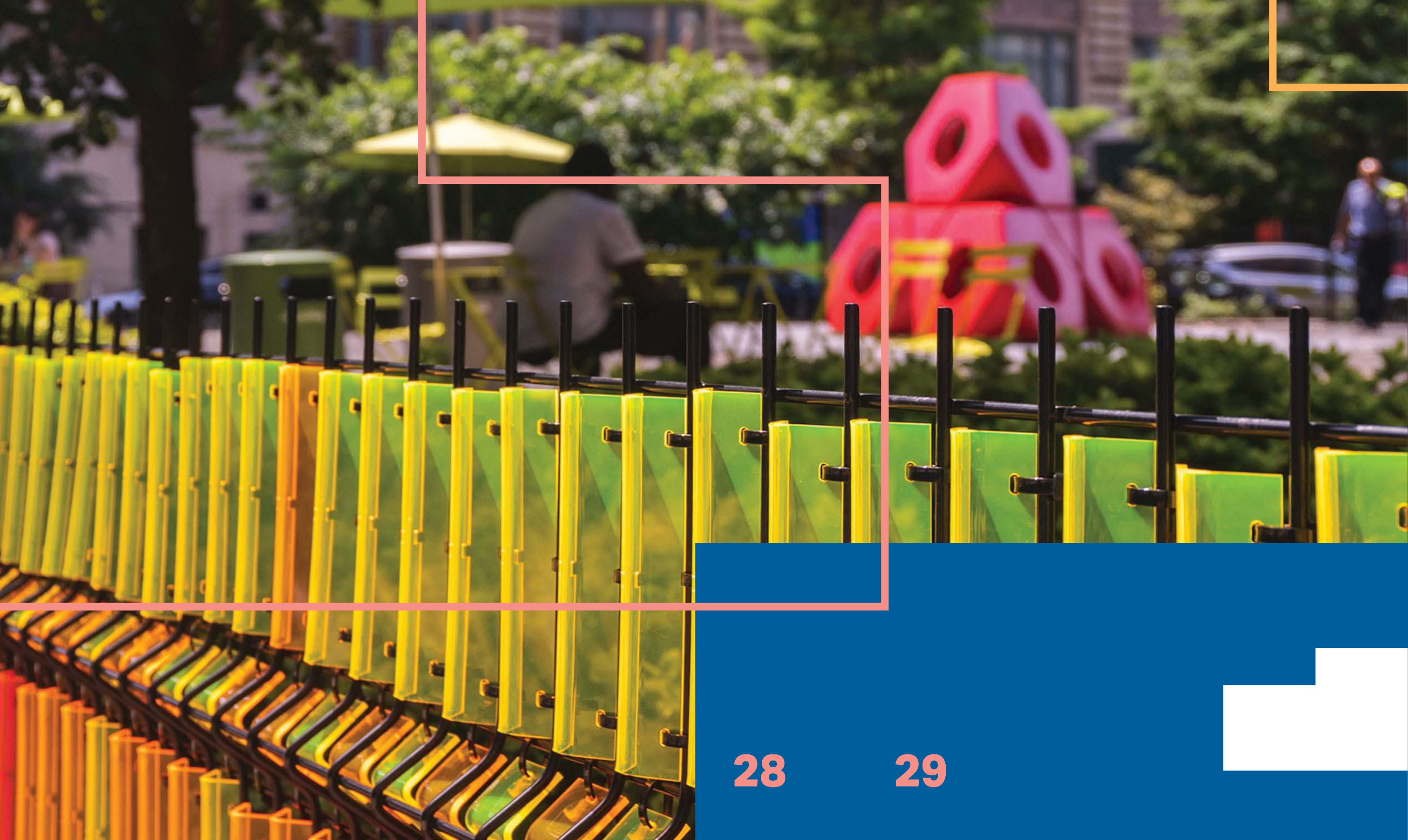
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Since 2012, we have illuminated Hudson Square with custom light pole decorations to brighten our neighborhood during the cold wintry nights. This year we continued to adorn our streets with snowflakes and expanded our collection of outdoor holiday decorations to include beautiful paper lanterns, creating an even more festive look in the neighborhood. And while our holiday lights and jingly lanterns brightened up the neighborhood, Santa’s little helpers were back again for another year of jolly dancing and singing on Varick Street! Our crossing elves made the colder nights a little less gloomy for pedestrians and highlighted our PSM program, which helps keep pedestrians safe all year round.

@realjoecausi said:
Nothing better than coming to work and being greeted by Christmas Street Crossing Elves! I love this town and I feel so safe!!!
#christmasinnewyork #christmasinnewyorkcity #hudsonsquare #nyc #varickstreet #varickstreetelves #merrychristmas



Elves and Holiday Decorations



**Hudson Square
Business Improvement
District**

28

29





About the BID

Since July 2009, the Hudson Square Business Improvement District has overseen the transformation of Manhattan's former Printing District into a thriving creative hub. Hudson Square is buzzing with more than 60,000 office workers in some 1,000 businesses, complemented by thousands of students, visitors, and a growing residential population. In Hudson Square, imagination and technology come together to redefine what it means to be creative.

The area we manage is generally bounded by Clarkson Street on the north, Canal Street on the south, Sixth Avenue on the east, and West Street on the west. Incorporated as a 501(c)3, not-for-profit organization, our formal name is the Hudson Square District

Management Association, but we do business as the Hudson Square Business Improvement District. The geographic area we manage is a Business Improvement District (BID), one of 76 such areas around the city. Our signature programs include our Pedestrian Safety Managers, the award-winning *Hudson Square Standard*—considered the platinum standard in urban forestry—and our nationally recognized streetscape program *Hudson Square is Now*, a \$27MM public-private partnership with the City of New York. Our goal is to foster the physical, social, and cultural connections that give rise to a community where the spirit of innovation can flourish inside and out.

The BID was unanimously approved as the 64th BID in New York City by the City Council on January 28, 2009. The BID is funded primarily through the payment of an annual assessment on commercial property with an annual budget of \$2.5MM. The NYC Department of Finance disburses these funds to the BID through a contract with the Department of Small Business Services. In part, we measure the returns on this investment by the success of our businesses and the comfort and pride our workers, residents, and guests take in this exciting community.

Staff and Board

Elected Officials*

The Honorable Bill de Blasio
Mayor of New York City

The Honorable Gale A. Brewer
Manhattan Borough President

The Honorable Scott M. Stringer
Comptroller of New York City

The Honorable Corey Johnson
Speaker of the New York City Council and Council Member District 3

Staff

Ellen Baer
President and CEO

Suzu Changar
Vice President
Communications and Marketing

Emily Goldstein
Planning Associate

Helena Goodman
Marketing Coordinator

Megan Irving
Marketing Associate and
Community Moderator

Corey Kunz
Vice President
Operations and Administration

Jacob McNally
Director of Planning
and Capital Projects

Nina Yabut
Operations Assistant

Board of Directors

Liz Neumark
Chair
Great Performances

Jeffrey Sussman
Vice Chair and Treasurer
Edward J. Minskoff Equities

Steve Marvin
Secretary
Olmstead Properties

Lisa Baird
New York Public Radio

Anthony Borelli
Edison Properties

Coral Dawson
Community Board 2

Andrew Foote
Edelman

Amanda Gluck
Stellar Management

Brett Greenberg
Jack Resnick & Sons

Kathleen Kearns
New York Genome Center

Christopher Lee
Port Authority of
New York & New Jersey

John Maltz
Greiner-Maltz

Phil Mouquinho
PJ Charlton Restaurant

Chris Roth
Hines

Susan Sakin
Resident

Susie Sherling
Jamestown Properties

Cass Smith
CCS Architecture + Interiors

Kate Swann
Blue State Digital

Donna Vogel
GFP Real Estate

Eric Weingartner
The Door

Representative
Trinity Church Wall Street

* Elected officials are part of our Board.

Special Thanks

7 Grams Caffe
 Accenture
 Adoro Lei
 Arlo Hotel
 Brooklyneer
 Broome Street Academy
 Chalait
 Chelsea Career and Technical High School
 Children's Museum of the Arts
 City Winery
 Concentric Health Experience
 COOKFOX
 Courtyard by Marriott
 Deborah Miller Catering
 The Dominick Hotel
 The Door
 Ducati
 Edelman
 Edison Properties
 Entercom
 Forsman & Bodenfors

Galvanize
 Getting Hungry
 GFP Real Estate
 Google
 Hines
 Hotel Hugo
 Hudson Square Pharmacy
 Jamestown Properties
 The Jerome L. Greene Performance Space
 Joe's Coffee
 Julie and Edward Minskoff
 Katchkie Farms
 La Colombe
 Lazy Point
 Le Pain Quotidien
 LogicWorks
 Lymbr
 Mae Mae Café
 Manhattan Mini Storage
 Medidata

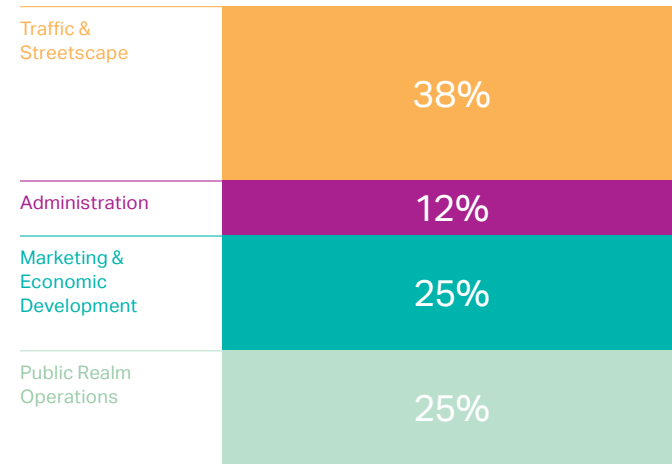
Neighborhood Coordination Officer Michael Erdman
 Neighborhood Coordination Officer Donald Dermody
 New York Fire Museum
 New York Public Radio
 NYC iSchool
 Oxford Properties
 Port Authority of NY & NJ
 Real Pilates
 Sherwin Williams Co.
 The Spring Meditation
 Stellar Management
 TD Bank
 TED
 Trinity Church Wall Street
 Vivvi
 Westville
 Wieden+Kennedy
 Workman Publishing



Transportation Map



Fiscal Year 2020 Operating Budget

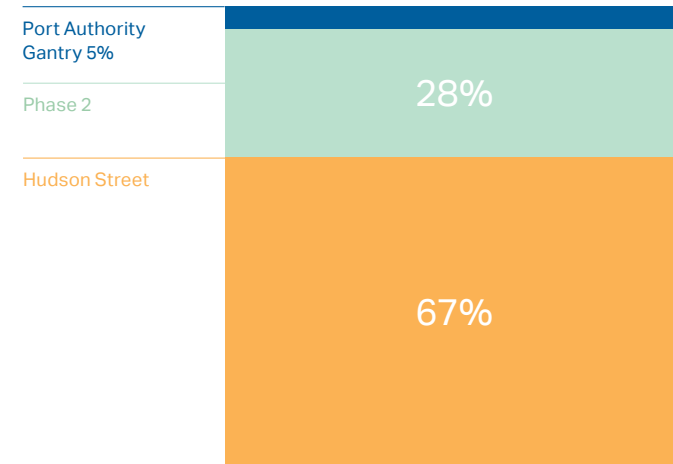


Statement of Activities

| | 2019 (Unaudited) | 2018 (Audited) |
|---|---------------------|-------------------|
| SUPPORT AND REVENUES | | |
| Assessment Revenue | \$ 2,500,000 | 2,500,812 |
| Program Service Revenue | \$ 34,517 | 19,532 |
| Government Grants | \$ | |
| Interest and Other Income | \$ 20,629 | 16,822 |
| Total | \$ 2,555,146 | 2,537,166 |
| EXPENSES | | |
| Traffic and Streetscape | \$ 694,160 | 547,634 |
| Marketing & Econ Development | \$ 687,964 | 647,659 |
| Public Realm Operations | \$ 753,746 | 640,433 |
| Public Realm Improvements | \$ 57,317 | 1,516,510 |
| Administration | \$ 409,895 | 394,985 |
| Total Expenses | \$ 2,603,082 | 3,747,221 |
| Increase/(Decrease) in Net Assets/(Deficit) | \$ (47,936) | (1,210,055) |

Fiscal Year 2020 Capital Budget

The majority of our Master Plan is completed or nearing completion. In FY2019 final design and construction of Hudson Street, the remaining major project of the Plan, will be underway.



Statement of Financial Position

| | 2019 (Unaudited) | 2018 (Audited) |
|-------------------------------|----------------------|-------------------|
| ASSETS | | |
| Cash & Cash Equivalents | \$ 9,532,618 | 4,080,810 |
| Accounts Receivable | \$ | |
| Property and Equipment, Net | \$ 313,698 | 320,745 |
| Prepaid and Other Assets | \$ 228,523 | 8,990 |
| Total | \$ 10,074,839 | 4,410,545 |
| LIABILITIES/NET ASSETS | | |
| Liabilities | \$ 11,161,107 | 5,448,877 |
| Net Assets/(Deficit) | \$ (1,086,268) | (1,038,332) |
| Total | \$ 10,074,839 | 4,410,545 |

Fiscal Year 2020 Budget

| July 1, 2019–June 30, 2020 Approved by the Board of Directors on June 27, 2019 | Total | PROGRAMS | | | | PUBLIC REALM IMPROVEMENTS | | |
|---|---------------------|----------------|----------------------------------|-----------------------|-------------------------|---------------------------|------------------|-----------------------|
| | | Administration | Marketing & Economic Development | Traffic & Streetscape | Public Realm Operations | Phase Two | Hudson Street | Port Authority Gantry |
| REVENUES | | | | | | | | |
| BID Assessment ¹ | \$ 3,200,000 | 423,000 | 830,667 | 1,137,667 | 808,667 | | | |
| Interest | \$ 20,000 | 5,000 | 5,000 | 5,000 | 5,000 | | | |
| Program Service Revenue | \$ 247,000 | | 82,333 | 82,333 | 82,333 | | | |
| Total | \$ 3,467,000 | 428,000 | 918,000 | 1,225,000 | 896,000 | 0 | 0 | 0 |
| EXPENSES | | | | | | | | |
| Program/Operating Expenses | | | | | | | | |
| Contract Services | \$ 1,898,000 | 86,000 | 518,000 | 660,000 | 634,000 | | | |
| Management & General | \$ 1,056,000 | 112,000 | 352,000 | 352,000 | 240,000 | | | |
| Purchases & Other Expenses | \$ 631,000 | 205,000 | 48,000 | 356,000 | 22,000 | | | |
| Capital Project Expenses | | | | | | | | |
| Contract Services | \$ 444,000 | | | | | 254,000 | 15,000 | 175,000 |
| Streetscape Plan Private Contribution ² | \$ 3,024,000 | | | | | 700,000 | 2,324,000 | |
| Total | \$ 7,053,000 | 403,000 | 918,000 | 1,368,000 | 896,000 | 954,000 | 2,339,000 | 175,000 |
| BUDGET SUMMARY | | | | | | | | |
| Program/Operating Expenses | \$ 3,585,000 | 403,000 | 918,000 | 1,368,000 | 896,000 | | | |
| Capital Project Expenses | \$ 3,468,000 | | | | | 954,000 | 2,339,000 | 175,000 |
| Operating Reserve Contributions | \$ 40,000 | 23,000 | | 17,000 | | | | |
| Fixed Assets | \$ 2,000 | 2,000 | | | | | | |
| Total | \$ 7,095,000 | 428,000 | 918,000 | 1,385,000 | 896,000 | 954,000 | 2,339,000 | 175,000 |
| FUNDING SUMMARY | | | | | | | | |
| Revenues | \$ 3,467,000 | 428,000 | 918,000 | 1,225,000 | 896,000 | | | |
| FY19 Carry Over | \$ 160,000 | | | 160,000 | | | | |
| Bond Proceeds ² | \$ 3,093,000 | | | | | 769,000 | 2,324,000 | |
| Capital Reserve Draws ³ | \$ 375,000 | | | | | 185,000 | 15,000 | 175,000 |
| Total | \$ 7,095,000 | 428,000 | 918,000 | 1,385,000 | 896,000 | 954,000 | 2,339,000 | 175,000 |


1. Assessment revenue is allocated proportionally across programs based on size of program budget.
 2. Debt balance of \$9.24MM as of June 30, 2019.
 3. Capital Reserve balance of \$3.01MM as of June 30, 2019; projected Capital Reserve balance of \$2.64MM as of June 30, 2020.

HUDSON
SQUARE

CELEBRATING
10 YEARS
OF COMMUNITY

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