



unionsquarenyc.org

2010 Annual Report

Welcome to the Union Square Partnership

businesses, and cultural and academic institutions to ensure the district's continued growth and success. Our mission is to enhance the neighborhood's quality of life by creating a safer, cleaner and more enjoyable environment.

Proudly serving the neighborhood for over 30 years, USP is the leading advocate for the Union Square–14th Street community, working collaboratively with area residents,

Our Year in Review

Working together with our partners, the Union Square Partnership continued to deliver results in 2009 and early 2010 in our core service areas of sanitation, public safety, marketing, economic development and park beautification. Complementing these



The North End Project's centerpiece, a 15,000-square-foot playground, opened in December.

achievements, we are proud to report that the North End Project is largely complete, with new trees along the perimeters of the park, repaved public plazas in a decorative hex-block pattern, a rehabilitated historic pavilion and new public restrooms that will be open this summer. The grand centerpiece of the project, the new 15,000-square-foot playground, tripled the size of the former play spaces and opened in early December to rave reviews from parents and kids alike. While the park was undergoing a very public facelift, another makeover took place behind the scenes, with the launch of USP's new and improved website, which includes such new features as our expanded District Deals and free community events pages. These are just two of our many successes of the past year, and we look forward to working with each and every one of you to make 2010 even better for the Union Square community.



USP's Clean Team scours the district and the park seven days a week to make sure our neighborhood looks its best. They supplement the City's services by picking up litter, removing trash bags and graffiti and painting street furniture.

Keeping Union Square Clean and Safe

Ensuring a clean and safe neighborhood is a USP priority. Our Clean Team, comprised of workers in blue uniforms, scours the district and the park seven days a week to make sure our neighborhood always looks its best. Supplementing the services provided by the City, our teams logged more than 37,795 hours; removed 185,000 trash bags and 100 incidents of graffiti; and painted 167 street lamp poles, 142 bollards, 57 hydrants and 40 mailboxes in the district.

Working closely with our partners in law enforcement to coordinate resources, USP's Public Safety Team ensures that the Union Square district remains safe and inviting. Distinctively uniformed and thoroughly familiar with the neighborhood, our five Public Safety Officers patrol on foot, keeping an eye out for and reporting unlawful activity. Our team logged 9,954 hours, recording and responding to 58,309 requests for information and 9,463 security incidents in 2009. During the busy summer months the team is supplemented with NYPD Paid Detail to ensure the district and park remain safe.

Beautifying Union Square Park

Through a successful public/private partnership with the City's Department of Parks & Recreation, USP coordinates closely with the agency to set benchmarks for meeting the growing demands of Union Square Park. In addition to the North End Project, USP's largest capital project to date, the organization makes a series of targeted investments for the upgrading, maintenance and beautification of the park on an annual basis. Our work is made possible through the generous contributions of the residents and businesses in the district.

Park investments this year included the reseeding of the center, eastern and southern lawns of the 3.5-acre park and the maintenance of the irrigation system. USP's landscaping team has planted more than 200 ornamental shrubs, 900 perennials, 300 annuals and 5,000 bulbs to ensure the park is at its most vibrant throughout the seasons. USP also provided year-round extermination services for the park, along with a series of other maintenance efforts, including power washing of trash cans and painting of park benches and railings.

This year, USP partnered with the Syfy Network to upgrade the park's free Wi-Fi system, a wide-ranging public network for use with laptops, iPhones and other wireless devices. This new "unionsquarewifi" network allows fast and easy access to the Web for over 250 simultaneous users and contains a portal page showcasing happenings in the area. The Wi-Fi Hot Zone, one of the most comprehensive in the country, covers the entire park and surrounding side streets and had over 33,100 users in 2009.



The Partnership's Public Safety Team logged over 9,954 hours in 2009, helping to keep the district safe.

In response to increased foot traffic during the summer months, USP maintains a special Park Task Force from April through October. This five-person sanitation team cleans the park exclusively, supplementing our regular sanitation efforts and those of the City's Departments of Parks & Recreation and Sanitation. USP also provides year-round extermination services for the park and has installed five BigBelly Solar Compactors to decrease the amount of bagged waste being removed from the park.



This year, USP partnered with the Syfy Network to upgrade our free Wi-Fi system in Union Square Park.

Promoting the District

In our ongoing effort to collect feedback on existing programs and services, USP conducted a second annual Community Opinion Poll, which was distributed to over 4,100 people on our community-wide email list in August. By conducting this follow-up poll, USP has been able to track community issues raised in the 2008 poll as well as note progress on core BID services such as safety, sanitation and marketing. USP also solicited input on business assistance services, communication efforts and programs and events in order to inform policy direction on future projects. Survey responses related to quality-of-life issues such as cleanliness and safety revealed that the community is overwhelmingly supportive of current sanitation and public safety services provided by the organization. Over 80% of those surveyed are satisfied with our Clean Team effort, which sweeps and power washes district sidewalks and the park, while 94% of respondents are satisfied with the presence of public safety officers and NYPD Paid Detail Officers employed to patrol the neighborhood. These numbers represent improvements over last year's survey, and USP will continue to work hard to meet the needs of our constituents. In all, over 95% of those surveyed are satisfied with USP's efforts to clean, promote and beautify the community.

Community Events and Performances

USP produces numerous events and programs throughout the year, including *Harvest in the Square*, our signature food- and wine-tasting event with over 1,250 attendees, which showcases over 50 renowned local restaurants while raising funds to support Union Square Park. Our *Summer in the Square* series, a free weekly program from June to August, features music and dance, fitness and children's programming, as well as providing a much-needed respite from city life that is enjoyed by thousands each week. Over 5,000 visitors stopped by USP's Summer Information Kiosk, located on the south plaza of Union Square Park on Thursdays. In spring and fall, we hosted volunteer park beautification events as part of *It's My Park! Day*, which brings teams of volunteers to clean, mulch and plant the flower beds. Our free weekly walking tour, *Union Square: Crossroads of New York*, which explores the social and political history of the Union Square neighborhood, attracted over 1,100 attendees in 2009.



Our free summer programming included performances and activities for adults and kids of all ages.

USP produces a multitude of marketing materials to promote the neighborhood. We issued a second edition of our popular *Visitor Map & Guide* in 2009 with a print run of 25,000 and incorporated the 40 new retail businesses that opened in the district since the first publication. USP's comprehensive guide reflects the popularity of Union Square as a retail and dining destination, where the current vacancy rate of 2.65% is well below the rest of the City. Maps continue to be distributed at USP events, at information kiosks and local hotels and to local businesses and students.

piece of collateral that was distributed to thousands of visitors at the Union Square Holiday Market, at participating restaurants and on unionsquarenyc.org.

Networking Opportunities

In October, USP held a Small Business Forum entitled "Spotlight on Social Media" that focused on social networking media. The forum introduced the public to a variety of social media platforms, including Facebook, Twitter, LinkedIn and Plaxo, and explored how businesses can leverage such tools to generate and increase their client base. In November, we hosted a Fall Speakers Forum & Networking Event titled "Making Healthy Food Choices in Union Square." Experts from the local Greenmarket, the City of New York, Beth Israel Hospital, Pret a Manger and The New School spoke on how to make informed, healthy food choices and answered questions on topics ranging from nutrition and food labeling to sustainable food models for the 21st century. In March, a second Small Business Forum focusing on "Energy Efficiency and Greening Your Business" was held to describe free and low-cost energy efficiency programs available from Con Edison and NYSERDA. USP also announced the launch of our "Go Green to Save Green" energy efficiency grant program at the forum.



USP's new and improved website launched in February and offers more features, information and District Deals.

Last year, over 152,825 unique visitors logged on to our website, unionsquarenyc.org; 4,300 people received our e-newsletter each month; and more than 220 branded street pole banners were hung throughout the district.

USP has strengthened a new neighborhood feature called "District Deals," in which local businesses are invited to post discounts and promotions on unionsquarenyc.org. Our new website highlights District Deals to thousands of monthly visitors when they first log on and encourages them to shop locally using coupons printed directly from the site. USP also cross-promotes District Deals via the e-newsletter and at specific times of the year. For example, in November 2009, USP issued a Holiday Restaurant Promotion that pulled together over 20 local restaurant promotions into a single



USP hosted a number of small-business assistance speakers forums and networking events this past year.

Economic Snapshot

Located in the heart of New York City, Union Square is a dynamic center of food and fashion, culture and cutting-edge businesses. Home to the City's first farmers market, a beautiful historic park and hundreds of the best restaurants and shops, the Union Square district has earned a reputation as the ultimate New York City neighborhood destination.

RESIDENTIAL OVERVIEW

	Union Square	Manhattan	New York City
Total Population	90,000	1,620,867	8,274,527
Housing Units	40,991	844,349	3,325,902
Median Rent	\$1,353	\$1,134	\$985
Median Sales Price	\$683,679	\$900,000	\$538,800
Percentage Owner Occupied	32%	24%	31%

Source: ESRI; NYU's Furman Center for Real Estate and Urban Policy; U.S. Census Bureau/American Community Survey 2007

BUSINESS OVERVIEW

Union Square is one of the most diversified neighborhoods in New York City. A true "urban village," the district prides itself on its balance of residential, office, retail and leisure components. The approximately 12,000 businesses located within a half-mile radius of Union Square employ almost 140,000 people.

TOP TEN BUSINESS SECTORS BY NUMBER OF FIRMS

	Firms		Firms
Business Services	2,056	Arts, Entertainment and Recreation	533
Retail	1,593	Real Estate	522
Health Services	1,400	Manufacturing	491
Personal Services	1,229	Wholesale Trade	334
Restaurants/Bars	791	Social Services	309

Source: Claritas, Inc.

Total Number of Businesses: 12,101

TOP TEN FIRMS BY NUMBER OF EMPLOYEES

	Employees		Employees
Con Edison	3,200	Washington Irving High School	371
Hospital for Joint Diseases	1,088	Sudler & Hennessey	350
Port Authority of NY/NJ	600	Dart Messenger Service	350
NY Eye & Ear Infirmary	600	Disney Enterprises	350
ABC Home Furnishings	525	Barnes & Noble Booksellers	300

Source: Dunn & Bradstreet, Inc.; Claritas, Inc.

Total Number of Employees: 139,840

TOP TEN RETAIL/FOOD SECTORS BY TOTAL SALES (IN MILLIONS OF DOLLARS)

	Total Sales		Total Sales
Restaurants/Bars	\$940.3	Electronics/Appliance Stores	\$228.9
Clothing Stores	\$710.7	Furniture Stores	\$201.1
Food and Beverage Stores	\$377.1	Office Supply/Gift Stores	\$88.0
Mail-Order Houses	\$321.8	Book/Periodical/Music Stores	\$80.4
Pharmacies/Drug Stores	\$321.6	Building Materials/Garden Equip. Stores	\$72.8

COMMERCIAL MARKET OVERVIEW

Although the end of 2008 saw a major downturn in the national economic climate, local real estate numbers remained strong throughout the year. Rents in Union Square continue to command a premium, attesting to the desirability of the location.

	Union Square	Midtown South
Total Office Inventory (Square Feet)	8.1 million	74 million
Vacant	7.2%	12%
Available (including space for sublease)	7.2%	15%
Average Asking Rent	Class A: \$49.92	Class A: \$46.54
	Class B: \$44.71	Class B: \$41.92

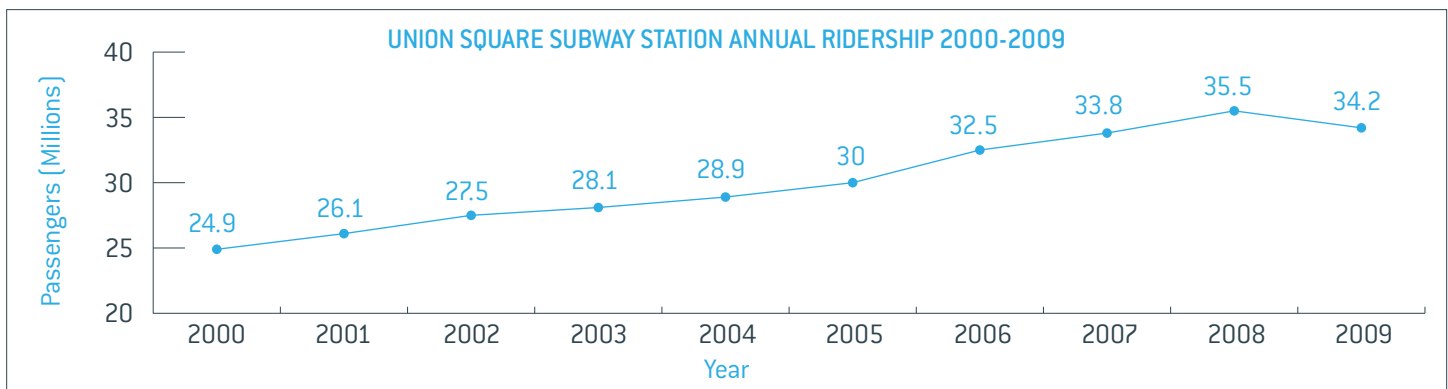
Source: CB Richard Ellis, Inc.; Jones Lang LaSalle

Number of Retail Establishments	900	Number of New Retail Establishments	40
Vacancy Rate (Core)	2.65%	Vacancy Rates (1/2 mile)	5.86%
Union Square Rents	\$275–\$400/sq. ft.	Fifth Ave. Rents (14th to 23rd St.)	\$250–\$275/sq. ft.
Aves. North of the Square Rents	\$200–\$275/sq. ft.	14th Street Rents (3rd to 5th Ave.)	\$175–\$275/sq. ft.
Midtown South Rents	\$99/sq. ft.	Side Street Rents	\$100–\$175/sq. ft.

Source: Union Square Partnership Quarterly Survey

TRANSPORTATION

The 14th Street/Union Square subway station is one of the largest transportation hubs in New York City, and ridership has increased an incredible 38% since 2000 to 34.2 million in 2009. Eight subway lines converge in Union Square (L, N, Q, R, W, 4, 5 and 6) and the F and V subway lines and PATH trains are just two blocks west of the park, making Union Square one of the most convenient destinations in the City.



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* The Business Improvement District (BID) Board is required to have a minimum membership of 11 directors in 4 classes. "Class A" includes commercial/mixed-use property owners and residential condominium owners; "Class B" includes commercial tenants; "Class C" includes residential tenants who are renters or who live in cooperative buildings; and "Class D" includes elected officials. "Class A" must constitute a majority of the board, and "Class E" consists of non-voting members who are interested parties not included in the above four categories.



Many thanks to our partners at the City's Department of Parks & Recreation, ARO, MVVA, Levien & Company, Padilla Construction and Hill International for bringing the North End Project to fruition.

Union Square Partnership Staff

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Alioune Niang

Demba Niass

Moar Seck

Mohamadou Seck

Modua Secka

Kpapkou Tounou

Bassirou Toure

Samuel Washington



The Visitor Map & Guide and local business collateral were distributed through the USP Information Kiosk.



Mark your calendars! The 15th Annual Harvest in the Square is set for Tuesday, September 21st.

Supporters

The renaissance of Union Square is three decades in the making, and we thank you for your unwavering support. We could not do this work without the invaluable assistance of Mayor Bloomberg and everyone at City Hall, Commissioner Rob Walsh and his team at the Department of Small Business Services and Commissioner Adrian Benepe and his staff at the Department of Parks & Recreation. In addition, the following businesses, organizations and individuals helped make 2009 one of our best years yet, and we thank them for their many contributions.

NORTH END CAPITAL CAMPAIGN DONORS

ABS Partners
Anonymous
Barnes & Noble
Buchbinder & Warren
Con Edison
Friedman Kaplan Seiler & Adelman
Jim & Jill Gabbe
Urban Space Management
Vornado Realty Trust
Whole Foods Market Union Square

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Gramercy Tavern
Greenwich Village Orchestra
GrowNYC
Manhattan Magazine

Metro
National Arts Club
The New School
New York City College of Technology
New York University
The New York Eye & Ear Infirmary
Newmark Knight Frank
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OpenTable.com
ORDA Management
The Related Companies
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TheaterMania.com/OvationTix.com
Union Square Cafe
Urban Space Management
Vornado Realty Trust
W New York – Union Square
Whole Foods Market Union Square

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Con Edison
Daryl Roth Theatre
Gazillion Bubble Show
Lululemon athletica
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Rock of Ages
Theatermania.com
Whole Foods Market Union Square
W New York – Union Square

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Victor Stanley, Inc.
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Western Pest
Wired Towns

Audited Financial Statements

UNION SQUARE PARTNERSHIP, INC.

STATEMENTS OF FINANCIAL POSITION			STATEMENTS OF ACTIVITIES		
	2009	2008		2009	2008
ASSETS			SUPPORT AND REVENUES		
Cash and equivalents	\$ 1,122,978	\$ 717,383	Contributions	\$ 1,230,702	\$ 712,706
Grants and contributions receivable	70,036	81,754	Grants	46,698	133,726
Property and equipment	3,129	-	Other revenues	206,969	238,771
Prepaid and other assets	-	62,050	TOTAL	1,484,369	1,085,203
TOTAL	\$ 1,196,143	\$ 861,187			
LIABILITIES/NET ASSETS			EXPENSES		
Liabilities	\$ 127,827	\$ 154,734	Union Square Park - maintenance	220,610	207,385
Net assets - unrestricted	684,739	538,231	Union Square Park - restoration	365,423	584,443
Net assets - restricted	383,577	168,222	Education	164,743	388,277
TOTAL	\$ 1,196,143	\$ 861,187	Marketing and promotional	145,656	145,689
			Administration	226,074	189,566
			TOTAL	1,122,506	1,515,360
			Increase/decrease in net assets	\$ 361,863	\$ -430,157

Summary of financial statements dated January 27, 2010, prepared by Skody Scot & Company CPAs PC.
A copy of the complete audited financial statements is available upon request.

UNION SQUARE PARTNERSHIP — DISTRICT MANAGEMENT ASSOCIATION, INC.

STATEMENTS OF FINANCIAL POSITION			STATEMENTS OF ACTIVITIES		
	2009	2008		2009	2008
ASSETS			SUPPORT AND REVENUES		
Cash and equivalents	\$ 789,178	\$ 713,597	Assessment revenue	\$ 1,439,500	\$ 1,439,500
Other receivables	10,357	19,189	Contributions/grants	78,000	108,800
Property and equipment	3,129	-	Other revenues	42,330	67,751
Prepaid and other assets	3,046	62,673	TOTAL	1,559,830	1,616,051
TOTAL	\$ 805,710	\$ 795,459			
LIABILITIES/NET ASSETS			EXPENSES		
Liabilities	\$ 154,756	\$ 103,901	Marketing and promotional	116,907	107,414
Net assets - unrestricted	650,954	691,558	Safety	406,770	527,461
TOTAL	\$ 805,710	\$ 795,459	Sanitation	585,626	597,064
			Community improvements	246,563	151,014
			Administration	244,568	241,701
			TOTAL	1,600,434	1,624,654
			Increase/decrease in net assets	\$ -40,604	\$ -8,603

Summary of financial statements dated December 18, 2009, prepared by Skody Scot & Company CPAs PC.
A copy of the complete audited financial statements is available upon request.

Notes

The Union Square Partnership is a non-profit, community-based organization that works to promote the vitality of the Union Square–14th Street district through sanitation, public safety, economic development and marketing services, and by investing in the beautification and maintenance of Union Square Park. As a vocal advocate on behalf of the district, the Partnership works with the area's stakeholders to secure resources for neighborhood improvement. Find out more about the Partnership and the City's best neighborhood at unionsquarenyc.org.

4 IRVING PLACE
ROOM 1148-S
NEW YORK, NY 10003
TEL 212 460-1200
FAX 212 420-8670

