



UNION SQUARE PARTNERSHIP

ANNUAL
REPORT
2023



**IN 2022, UNION SQUARE
PARTNERSHIP STARTED
A NEW CHAPTER OF RECOVERY
AND GROWTH TO LEAD
THE WAY FORWARD**



Dear Partners,

We are pleased to present to you Union Square Partnership's 2023 Annual Report, which highlights our 2022 work throughout the district. **2022 marked a significant moment for our city and our neighborhood—emerging from the most challenging years of the pandemic and focusing on an equitable recovery and rebuilding.** Our organization has been in lockstep with this trajectory—pivoting from our response work during the height of the pandemic to a recovery agenda. In 2022, we launched a marketing campaign called The Heart of Everything to promote district recovery and brought back in-person programming. We doubled our efforts to focus on public safety coordination and created a Streetscape + Lighting Master Plan.

As we transition into this next chapter, we are putting ourselves in the strongest position for future success with our USQNext Vision Plan to modernize the district's streets and public spaces and make our neighborhood more beautiful and welcoming. Our executive director of 16 years, Jennifer Falk, passed the baton to our new Executive Director Julie Stein to carry the vision plan forward to implementation. Coupled with our enduring commitment to the daily services that keep the district clean and safe—and your partnership to help us achieve our goals—the future has never looked brighter.

Retail leasing is on a positive trajectory, with new upcoming openings that reinforce market interest and confidence in Union Square and 14th Street. By the end of 2022, more than 100 new businesses had opened in Union Square since the start of the pandemic, led by fast-casual eateries, apparel, health and wellness, and neighborhood services. Both local businesses and national brands are choosing Union Square for their new headquarters and flagship locations. The Urbanspace food hall at Zero Irving opened its doors with over a dozen new purveyors, Allbirds opened in a newly renovated retail space at 122 Fifth Avenue, Target made progress towards its 2023 opening in Zeckendorf Towers, and Petco prepared to move into a new, larger space on Union Square East to launch an experiential market store design and a new veterinary concept. Foot traffic rebounded to 93% of pre-pandemic levels in December 2022, and continued to rise to a post-pandemic high of 100% at the start of 2023.

USP entered 2023 with a strong foundation of core services and momentum on our side coming out of the pandemic. We are building on our successes with a suite of new initiatives to be excited about. **We are grateful to our many friends and partners—including our board members, property and business owners, residents, employees, local elected officials, public agencies, vendors, and staff for their contributions to and collaboration with our organization's work.** We look forward to continuing this work together. Please stay connected by subscribing to our monthly newsletter, following us on social media, and attending our many public events!

William D. Abramson

William D. Abramson
Co-Chair [LDC]

Lynne P. Brown

Lynne P. Brown
Co-Chair + President [BID]

Julie Stein

Julie Stein
Executive Director

USQNEXT VISION PLAN

The USQNext Vision Plan looks ahead to Union Square’s future as a world-class example of green and accessible public space. Working with neighborhood, City, and State partners, USP is committed to advancing a range of public realm and streetscape improvements across the district.

OUR WORK

- **Advocate for the Vision Plan.** In 2022, USP launched the report *A Case for Investment in Union Square*, which quantifies the significant impact of the proposed projects in terms of economic output, job creation, and public benefit. USP has used this data to advocate for support and funding for USQNext with City and State officials.
- **Coordination with City and State initiatives.** Investments in expanded public space around Union Square were highlighted in Mayor Adams and Governor Hochul’s December 2022 *Making New York Work for Everyone* action plan for the equitable recovery of NYC’s business districts. This plan should be a springboard for securing further public support for the modernization of Union Square’s public realm.

- **Implement streetscape improvements.** USP received conceptual approval from the NYC Public Design Commission (PDC) for a district-wide Streetscape + Lighting Master Plan, which provides a toolkit for increasing greenery, enhancing tree pits, upgrading pedestrian and street lighting, and improving transit amenities. PDC also gave final approval to the plan’s custom tree guards, which USP and design consultants are working to prototype on 14th Street along with new benches and planters.
- **Install new Triangle Park public seating area.** With USP’s distinct bistro tables, chairs and umbrellas, the new seating area has become a popular destination for lunchtime meals and meetups, as well as a venue for summertime jazz concerts.



The 2022 street mural on 14th Street ‘Ripples of Peace + Calm’ by Ji Yong Kim received the Environmental Design Research Association’s Great Places Award for public art.

- **Participate in the Clean Curbs Pilot Program.**

USP received a grant from NYC Departments of Sanitation (DSNY) and Transportation (DOT) to pilot the City's Clean Curbs waste management program in Union Square in partnership with NYU. The CITIBIN container installed on 15th Street consolidated waste and incorporated planters to provide additional greenery on the streetscape.

- **Increase Public Art Opportunities.** Each year, USP works with local and international artists and agency partners at DOT and NYC Department of Parks and Recreation (Parks) to activate the public spaces around Union Square with thoughtful and innovative public art, including the award-winning annual street mural on 14th Street and other creative installations within Union Square Park.

OUR FUTURE



33%

Proposed Increase in Open Space

\$240M

Projected Annual Economic Output

562

Construction Jobs

200+

New Street Lights

100+

New Trees

WHAT'S NEXT

- **Greening USQ.** USP is developing a tree succession plan focused on preserving and reinforcing the district's tree species and tree canopy, implementing custom tree guards, and advocating for expanding tree pits to improve tree health.



The Streetscape + Lighting Master Plan proposes expanding tree pits, and adding custom tree guards, new benches, additional greenery, and upgraded lighting.

- **Street Safety.** The City's Broadway Vision plan will make its way to Union Square with improved pedestrian and bicycle infrastructure between Columbus Circle and Union Square. DOT is working with USP to gather community feedback on its potential impact on businesses and pedestrian safety. USP has also advocated for City capital funding to upgrade the street lighting on 14th Street as part of the Vision Plan.
- **Placemaking.** The USQNext Vision Plan calls for making Union Square NYC's most accessible place. We will work to complement this with beautification, programming, and amenities like new paving, seating, park renovations and public art, which will support district identity and emphasize Union Square as a place of distinction and value.

CLEAN + SAFE

We are dedicated to our core services, which date back to the Business Improvement District's original efforts to revitalize the neighborhood.

OUR WORK

- **Keep the district clean**, welcoming, and in a state of good repair by prioritizing the Clean Team's work to maintain public spaces and streetscape elements. USP fulfills the BID's clean and safe mandate by removing trash and graffiti, power washing sidewalks and plazas, maintaining amenities like public seating areas, and more.
- **Heighten response efforts** to address neighborhood conditions effectively through our street teams and outside partners. This work includes increased monitoring of the district and focused communications with key stakeholders like social service providers.
- **Keep the park and district green and thriving** through our landscaping program. USP maintains Union Square Park attributes like the center lawn, pathways, gardens, and stone-screened seating areas while also adding plantings throughout the district.

- **Make the district ready** to welcome visitors and employees back to the Square by reopening our public bistro seating areas, including a new seating area in Triangle Park.



USP provides regular landscaping services to Union Square Park, planter maintenance in DOT's Broadway Plaza + University Place Shared Street, as well as tree pit maintenance throughout the district.

- **Actively communicate with relevant public agencies** on neighborhood conditions that need to be addressed, including our partners at the New York City Police Department [NYPD], Parks, DSNY, DOT, and the Metropolitan Transportation Authority [MTA], as well as GrowNYC’s Greenmarket team.
- **Lay the groundwork to address public safety concerns**, beginning with the hiring of a new Operations team member to organize a public safety forum and lead the procurement process for new Public Safety Officers.



USP’s Clean Team works year-round to ensure the district has clean + safe public spaces, street furniture in good condition, and graffiti-free streetscape elements.

OUR PERFORMANCE



96%

Satisfaction With Our Work*



124,977

Bags of Trash Collected



7,220

Graffiti + Stickers Removed



24

Clean Team Staff Working 7 Days a Week



2,577

New Park + Plaza Plantings



218

Light Pole Banners



49

Holiday Lights

*2022 Annual Community Opinion Survey

WHAT’S NEXT

- **Information-Sharing Platform:** As part of our Quality-of-Life Action Plan, USP continues to grow our database of building owners and security personnel, which will be used to develop stronger communication protocols to increase coordination between the community and improve quality-of-life in the district.
- **Issue Tracking + Reporting:** To reinforce our work in the field, USP is building out an asset management and issue-tracking system to flag items for follow-up and generate reports documenting our response activities.

COMMERCIAL + RETAIL MARKET SUPPORT

Union Square continues to be an attractive neighborhood for commercial and retail tenants, as evidenced by exponential business growth and tangible job opportunities across sectors. USP works closely with community and real estate partners to support our local businesses, draw foot traffic, and promote all that the neighborhood has to offer.

OUR WORK

- **Promote the positive economic indicators** that show Union Square-14th Street is a leading neighborhood in commercial and retail leasing, foot traffic, and new business openings among other positive trends.
- **Expand data-driven approaches to our work.** USP utilizes numerous urban data platforms to capture visitor metrics, spending, and quality of life issues. This year, we collaborated with Ginkgo to develop the USQ Storefront Tracking App, which allows our team to keep track of new businesses in the area, occupancy, and vacancy trends.
- **Feature prime retail opportunities** across Union Square-14th Street in the Biz + Broker Quarterly Report, which highlights a variety of spaces in an easy-to-read map, and the latest leasing news across the district.
- **Showcase local developments** such as the new Class A office building Zero Irving at 124 East 14th Street, the newly renovated and expanded 122 Fifth Avenue that is home to Microsoft's new headquarters, the boutique hotel under construction at 16 East 16th Street, and new residential condos at Sixth Avenue and 14th Street.



USP joined leadership from The Bromley Companies and Microsoft to celebrate the topping out of 122 Fifth Avenue, the home of Microsoft's new 150K SF NYC headquarters.

- **Support workforce development** initiatives such as job training programs, local hiring events, and industry networking events. The Fedcap Group’s 85K SF Civic Hall @ Union Square will provide digital skills and training programs to advance the tech sector’s growing workforce need in Union Square and beyond.
- **Advocate for business-friendly policies**, in partnership with the NYC BID Association, the mayor, the NYC Department of Small Business Services, and other industry organizations that support the commercial and retail sector’s ability to rebound and thrive.



The Urbanspace food hall at the ground floor of Zero Irving opened at the end of 2022 and introduced 13 diverse vendors to the 14th Street food scene.

OUR EDGE



\$2.2B

of GDP Contributed by
USQ Jobs, Business +
Commercial Properties

37

Ground Floor
Businesses
Opened in 2022

93%

Pre-pandemic
Visitor Traffic
Recovery
[December 2022]

417K+

Square Feet
of Commercial
Space Leased

66K+

Feet of Retail
Leased

WHAT’S NEXT

- **Strengthening the USQ Business Network:** To support our local business community, USP will bring back industry networking events for business owners and employees to share opportunities, communicate concerns, and connect.
- **Promoting Leasing Opportunities:** Strategize with local property owners and developers to attract prospective tenants and activate underutilized storefronts.

COMMUNITY ENGAGEMENT

Community partnerships are vital to the success of the Union Square-14th Street District and remain at the core of USP's work. We value strong communication with local, City, and State partners and continue to build new relationships to strengthen our programming and community support.

OUR WORK

- **Showcase and connect neighborhood businesses to the community** and to one another through beloved Union Square Partnership events like Summer in the Square and our Holiday Kickoff event.
- **Capitalize on the significant draw of Union Square's outdoor markets**, including the GrowNYC Greenmarket — which operates 4 days a week year-round — and the Urbanspace Holiday Market, to draw foot traffic to local businesses across the district.
- **Present updates on the USQNext Vision Plan** to community stakeholders, City agencies, Community Boards, and City and State officials. USP held over a dozen meetings in 2022 to share progress on the plan and solicit feedback.



USP's most popular event series, Summer in the Square, returned for the first time since 2019.

- **Promote public programs to benefit the community**, including flu shot clinics in partnership with Mount Sinai Downtown, blood drives with New York Blood Center, and winter clothing drives to support Paul’s Place.
- **Facilitate district engagement** through Open House New York tours, 14th Street busway mural volunteer paint days, Car Free Earth Day events in the Broadway Plaza and more.
- **Support our businesses through meaningful partnerships** with organizations including the NYC BID Managers Association, the Manhattan Chamber of Commerce, and other strategic non-profit institutions.



Long time partners like Grow NYC and Urbanspace enliven Union Square’s plazas with their beloved markets.

OUR IMPACT



7,500

SF of Street Mural
Painted by Community
Volunteers

17,412

COVID-19 Tests
Distributed at the
Greenmarket

800+

Lives Saved by
Blood Drive
Donors

100+

Lbs. of Clothing
Collected for
Paul’s Place

2,000+

Attendees at
USP Events

WHAT’S NEXT

- **Age-Friendly USQ:** To support the 55+ community in our area, this new resource includes a list of local health + wellness services and entertainment, shopping, and dining deals to take advantage of across the district.
- **USQNext Engagement:** To continue raising funding and community support for USQNext, USP will develop strategies to engage local stakeholders

and City and State agencies in the next phases of the project.

- **Volunteer Opportunities:** With the successful growth of our annual mural project, it has become evident our community is looking to be more involved in our neighborhood. Over the next year, we plan to find more opportunities to engage our community in volunteer projects safely and effectively.

MARKETING + COMMUNICATIONS

Our marketing and communication efforts focus on promoting local businesses and emphasizing the vibrant and active unique-to-Union Square attributes that make our neighborhood shine.

OUR WORK

- **Build on The Heart of Everything Happens Here campaign launched in May 2022.** Focusing on all things uniquely Union Square, this campaign has generated an increase in website traffic by 54% compared to our 2021 REUNION SQUARE campaign, a 260% increase compared to 2020, and a 148% increase compared to 2019 [pre-COVID].



The Heart of Everything Happens Here campaign reached over 2.5 million people online and around the district via digital ads, outdoor advertisements, and redesigned website and email elements.

- **Garner positive media attention to the Union Square-14th Street District.** With the support of our public relations team, USP focuses on tourism, hospitality, and real estate. We received favorable mentions from local, regional, and national media, earning over 50 media placements in outlets like Travel+Leisure, Time Out, Fast Company, WNBC, and more.
- **Spotlight local businesses and institutions through original content** on our social channels, website, and monthly newsletter, reaching thousands of followers monthly.
- **Amplify community events and programs that drive foot traffic** with the addition of bi-weekly events round-up emails, and our Nights Out Happen Here campaign.



2022 saw the return of many of our favorite nighttime pastimes. USP promoted our nightlife district partners including dining, entertainment, and more.



OUR REACH

38,328
Instagram Followers

30,642
Facebook Followers

20,000+
Twitter Followers

166,365
Unique Website
Visitors Annually

8,771
Newsletter
Subscribers

WHAT'S NEXT

- **Marketing Partnerships:** USP will work with online platforms like Vibemap to generate more opportunities to drive foot traffic, consumer spending, and positive attention to the Square.
- **Implement an improved Customer Relationship Management (CRM) database** to boost capacity for outreach and communication with our partners, helping us to quickly share relevant information and more effectively promote our neighborhood's unique offerings.

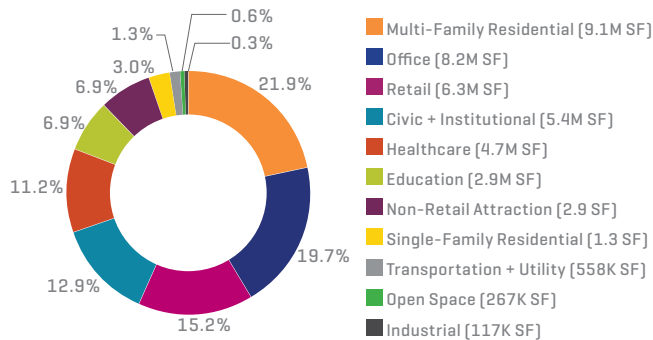
ECONOMIC SNAPSHOT

Emerging from the pandemic, Union Square-14th Street is well-positioned to continue its strong economic trajectory. With ongoing investment across sectors and within the public realm, the district continues to attract businesses, residents, and visitors.



Sweet Chick opened at 32 East 16th Street in 2022, joining the over 100 businesses to open in Union Square between January 2020 and December 2022.

MIXED-USE NEIGHBORHOOD

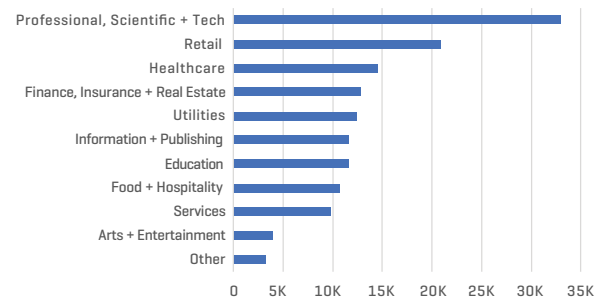


Built land use by square footage in Union Square: 12th-20th Streets and 1st-6th Avenues. Source: Replica.

Union Square-14th Street offers a diverse mix of commercial, retail, residential, entertainment, and dining tenants. A true mixed-use neighborhood, Union Square has 73,000 residents, 144,000 workers, and nearly 9,000 businesses within a 1/2 mile radius, which contribute to its 24/7 vibrancy.

A THRIVING JOB CENTER

The neighborhood's rich mix of employers includes local institutions such as Con Edison, Mount Sinai Downtown, New York University, and The New School, tech leaders such as Microsoft, and long-standing retail anchors including The Strand, Paragon Sports, and Rothmans. National retailers Target and Crate & Barrel are expected to open in Union Square in fall 2023.



Top employment sectors within a 1/2 mile radius of Union Square (by # of jobs). Source: ESRI.

REAL ESTATE + COMMERCIAL HIGHLIGHTS

Union Square remains an attractive neighborhood for retail and commercial leasing. We are excited to share the top real estate highlights of 2022:

- Over 417K square feet of commercial space across multiple sectors leased in 2022, including 85K SF for **The Fedcap Group's Civic Hall** at Zero Irving, 71K SF for **Wellington Management** at 799 Broadway, and 14,500 SF for **Pushkin Industries** at 5 Union Square West.
- **Zero Irving** opened in 2022 and is nearly 100% leased. Its ground floor food hall, operated by Urbanspace, includes 13 vendors across a mix of cuisines, 25% of which represent first-time entrepreneurs or start-up companies.
- **Microsoft** signed a lease for 150K SF as the anchor tenant at the newly renovated 122 Fifth Avenue. National brands Allbirds, Parachute, and Pandora occupy the renovated ground floor at 120 Fifth Avenue.
- Construction is underway converting the historic structure at **16 East 16th Street** into an 88-room boutique hotel. Designed by BKSK, the architecture firm behind the Tammany Hall restoration, the hotel is expected to open in late 2023.
- **NYU** is moving ahead with plans to relocate the Robert F. Wagner Graduate School of Public Service to former office space at **105 East 17th Street**. The new building will host 864 students and 200+ faculty members in fall 2024.

37 NEW BUSINESSES

Union Square-14th Street welcomed 37 new ground-floor businesses in 2022, making it more than 100 that have opened since the start of the pandemic. These include a diverse range of retail, restaurants, and services.

EATERIES

Chard + Singlish
Chicken & The Egg
CupSoul Cafe
Empanada Mama
Hutch + Waldo
Jo's Tacos
Martiny's
Mealz
NAYA
Oiji Mi
PLNT Burger
Pila de Boba
P.F. Chang's
REYNA New York
Sweet Chick
Taco Bell
Urban Juicery
Urbanspace Food Hall
Verōnika @ Fotografiska
Yaki Sushi

RETAILERS

Allbirds
Ariston Flowers & Café
Crossroads Trading
CVS
Five Below
Intimissimi
K&H Convenience
Lot Stop
Rhone
Thrift NYC
Warby Parker

SERVICES

CLAIRVOYANT
Glowbar Union Square
Hot Tips Nail
+MEDRITE
Urgent Care
Modern Age
VSPOT





THANK YOU

As 2022 turns to 2023, the Union Square Partnership says goodbye, best wishes, and thank you to two of our biggest community champions and organizational leaders in recent decades.

First, we would like to acknowledge 16 years of dedication from USP's former Executive Director, **Jennifer Falk**. Throughout her tenure at USP, Falk fought relentlessly for the growth and success of the Union Square-14th Street District by overseeing a wide range of programs, including business and economic development initiatives, park beautification, public safety and sanitation, as well as spearheading marketing campaigns and public events for the community.

Falk stepped down from her role in November 2022. We would like to congratulate her on these and many other accomplishments, and wish her great success in her next chapter!

HIGHLIGHTS OF USP'S ACCOMPLISHMENTS UNDER FALK'S LEADERSHIP:

- **Completed USP's largest capital project**, the \$20 million North End Project, which tripled Union Square Park's play space, rehabilitated the historic pavilion, repaved the plazas where the Greenmarket operates, and enhanced the park's landscaping.
- **Launched the USQNext Vision Plan process in 2018**—the most robust community outreach initiative ever undertaken by USP—driving the inclusive, community-led plan published in 2021 that will serve as a blueprint for the Union Square neighborhood for decades to come.
- **Led the neighborhood through a series of pivotal moments**, including the financial crisis in 2008, the devastating effects of Superstorm Sandy on the district after the explosion at the East 14th Street power plant, and most recently, the COVID-19 pandemic and social justice movements of Spring 2020.
- **Directed and executed a strategic rebranding campaign for USP in 2014-2015**, launching innovative, full-spectrum marketing, social media, and digital programs that continue to grow Union Square's reach today.



Second, the Chair of USP DMA's Board of Directors, **Lynne Brown**, officially retired in October 2022 after 40 years of service with New York University, most recently as Senior Vice President for University Relations and Public Affairs. Lynne has served our community for over 40 years, providing steady leadership and prudent guidance. At NYU, one of USP's founding organizations and owner of numerous properties through the district, Lynne led the university's lobbying, branding, and philanthropic efforts, campus expansion, and community relations. She has been the custodian of a critical neighborhood partner institution and a champion of our shared success. **Thank you, Lynne, and congratulations on a marvelous career!**

2022 YEAR IN REVIEW

JANUARY

The USP Clean Team did an incredible job keeping hydrants, sidewalks, and bus stops clear of snow throughout the winter. Their work keeps Union Square safe and thriving year-round.



JANUARY

NYC Small Business Services Commissioner Kevin Kim joined Union Square Partnership's Executive Director and the PLNT Burger team to celebrate the opening of their first NYC location in Union Square.



JANUARY

The Greenmarket Winter Warriors were out in full force! Participants who shopped 10 times by the end of March received a Greenmarket prize and were entered into a raffle for a gift card to Vallata in Union Square.

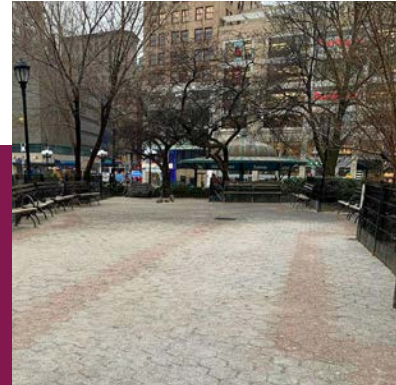
FEBRUARY

USP celebrated the opening of Five Below in Union Square. Five Below was the 61st business to open in Union Square-14th Street since Jan 2020 - reinforcing the neighborhood's draw for leading retailers.



FEBRUARY

USP supported upgrades to the Union Square Dog Run with a generous donation to Friends of the Union Square Dog Run. Renovations included excavating + grading the old surface, adding new drainage, and installing hexagonal asphalt pavers.



FEBRUARY

The Vineyard Theatre welcomed audiences back to their Union Square home with the world premiere of *SANDBLASTED!*

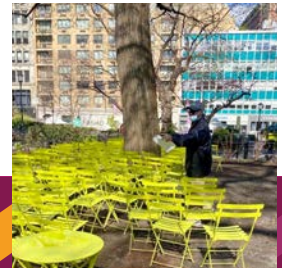
MARCH

Barnes & Noble kicked off their return to in-person events with Brad Meltzer + James Murray from Impractical Jokers.



MARCH

The Clean Team completed their annual spring refresh as part of the vital capital work USP undertakes every year. They gave the district's street furniture a fresh coat of paint, power washed high traffic areas, and cleaned our signature bistro furniture.



MARCH

Allbirds had a warm welcome to the neighborhood at 120 Fifth Avenue! Allbirds continues the trend of innovative + sustainable businesses making Union Square their home.

APRIL

The USP Landscaping Team planted fresh annuals + perennials in the 100+ planters around Union Square and added pops of spring color throughout the park's plant beds.



APRIL

The USP team, including Co-chair Bill Abramson and Executive Director Jennifer Falk, had a blast celebrating the opening of Whole Foods Market's new food hall. We are incredibly grateful for Whole Foods' ongoing partnership and generous donation to support our community work.



APRIL

USP hosted our first in-person Spring Board Meeting since March 2020 in the events space at Barnes & Noble.



APRIL

Josefa, Ignacia, Karin + Patricio, visiting NYC from Chile were the first family to enjoy our newly landscaped Triangle Park seating area.

MAY

At our 2022 Annual Meeting, we highlighted USP's contributions to the Union Square-14th Street community in 2021 and recognized the positive impact made by our partners. Together, we kept the district clean, safe, and thriving.



MAY

Deputy Director Ed Janoff, a contributing fellow to the Urban Design Forum's Streets Ahead Project, participated on a panel and presented proposals like those in the USQNext District Vision Plan for improving New York streets to support livability + thriving commercial corridors.



MAY

Deputy Director Ed Janoff joined Councilwoman Carlina Rivera and our partners at The New School and NYC DOT to check out the pilot of the Oonee Pod, a secure bike parking unit on 14th Street and Fifth Avenue.

MAY

Our incredible community helped us install our 2022 mural, 'Ripples of Peace + Calm,' within the pedestrian areas of the 14th Street Busway between Broadway + Union Square West. Over 125 community volunteers lent their time + talent to bring artist Ji Yong Kim's vision to life.



MAY

USP partnered with the Union Square Greenmarket + Paragon Sports to provide over 17K at-home COVID tests to the Union Square-14th Street community.



JUNE

The USP Landscaping Team installed our seasonal displays in 100+ planters around Union Square-14th Street. The colorful additions include Lantana, Coleus, Lysimachia, Scaevola, and “elephant ears” to help brighten up the district all summer long.



JUNE

USP joined The Bromley Companies for the topping out of 122 Fifth Avenue. The 11-story mixed-use project is now a home to Microsoft’s NYC HQ and new retailers like Allbirds.



JUNE

USP installed colorful new banners to highlight the Heart of Everything Happens Here campaign.

JULY

Summer in the Square returned in July. The USQ community enjoyed live performances + activities for kids as well as lunchtime jazz sessions.



JULY

The USP Clean Team power washed the South Plaza every Wednesday to make sure it was in tip-top shape for our Summer in the Square program.

AUGUST

USP joined the NYPD 6th, 9th, 13th Precincts, and Transit District 4 for National Night Out! We're grateful to our partners in law enforcement for all their hard work serving the Union Square community.



AUGUST

Union Square Partnership and the Union Square Greenmarket's Aquilino Cabral spoke with young entrepreneurs from the Fresh Air Fund's Youthful Savings Marketplace program to learn more about the teens' small business ideas and share knowledge about how USP + Greenmarket support the Union Square-14th Street community.

SEPTEMBER

To test out new ways to reduce the number of trash bags left on our streets, the Union Square Partnership partnered on an innovative waste management initiative as part of NYC's Clean Curbs pilot program, a joint effort by the NYC Departments of Sanitation and Transportation.



SEPTEMBER

The American Jewish Historical Society, with Support from Union Square Partnership, opened its exhibit, From Sitting Room to Soapbox, at the Center for Jewish History. This exhibit showcased historical moments of political and social activism in Union Square.



OCTOBER

Zero Irving opened its doors as part of Open House New York Weekend. RAL Companies provided a tour of the building and explained the project's significance as a hub for economic development in NYC.



OCTOBER

USP's Executive Director joined Nancy Zeckendorf, her son, William, and Zeckendorf Towers Board President Melanie Wong to unveil a new plaque to commemorate Zeckendorf Towers, and the positive change it created in Union Square.



OCTOBER

Members of the Union Square Partnership staff attended a town hall organized by NYPD Manhattan South and the Mayor's Community Affairs Unit at the Clinton School.

At the event, Mayor Eric Adams and his senior leadership team from the agencies engaged Manhattan civic leaders in a thoughtful, compassionate conversation about the toughest quality-of-life issues facing our city and how his team is working to address them.



OCTOBER

Friends, colleagues, and community partners gathered to celebrate the retirement of our board co-chair + president, Lynne Brown, after four incredible decades of service at New York University.

NOVEMBER

The Union Square community celebrated outgoing Executive Director Jennifer Falk at Gotham Restaurant, honoring her countless contributions to the community over the past sixteen years.

During the celebration, Jennifer was honored by the NYC Mayor's Office, Manhattan Borough President Mark D. Levine, Senator Brad Hoylman, and Council Member Carlina Rivera for her dedication to the community.



NOVEMBER

To celebrate the opening of the Urbanspace Union Square Holiday Market, USP hosted a Holiday Kickoff event offering free holiday portraits and giveaways for community members in Union Square Park.



NOVEMBER

The holiday season truly begins at the opening of USQ's beloved Urbanspace Holiday Market where shoppers can peruse over 150 artisan vendors.

DECEMBER

The USP Team organized a winter clothing drive for Paul's Place, a drop-in center serving unhoused individuals in Union Square.



DECEMBER

Warby Parker opened their 200th location on Fifth Avenue in Union Square. Their grand opening featured free gifts, music, and treats.



DECEMBER

The Urbanspace Union Square food hall officially opened in RAL's Zero Irving development, introducing 13 new concepts to USQ's food landscape.

DECEMBER

Governor Kathy Hochul and Mayor Eric Adams published *Making New York Work for Everyone*, a set of 40 initiatives for the equitable recovery of the city's business districts that includes pedestrian improvements in Union Square and along Broadway.



AUDITED FINANCIAL STATEMENTS

UNION SQUARE PARTNERSHIP DISTRICT MANAGEMENT ASSOCIATION, INC.

STATEMENT OF FINANCIAL POSITION

ASSETS	2021	2022
CASH + EQUIVALENTS	\$1,581,490	\$1,752,010
DUE FROM AFFILIATE	\$7,500	\$34,414
PREPAID + OTHER ASSETS	\$10,533	\$11,074
PROPERTY + EQUIPMENT, NET	-	\$19,595
TOTAL	\$1,599,523	\$1,817,093
LIABILITIES/NET ASSETS		
LIABILITIES	\$249,178	\$ 357,672
NET ASSETS - UNRESTRICTED	\$1,350,345	\$1,459,421
TOTAL	\$1,599,523	\$1,817,093

STATEMENTS OF ACTIVITIES (IN-KIND)

SUPPORT + REVENUE	2021	2022
CONTRIBUTIONS	\$3,400,000	\$3,400,000
GRANTS	\$15,400	\$14,100
OTHER REVENUES	\$8,674	\$25,860
TOTAL	\$3,424,074	\$3,439,960
EXPENSES		
OPERATIONS	\$1,449,185	\$1,648,557
COMMUNITY IMPROVEMENTS	\$615,358	\$825,972
PROMOTION	\$423,420	\$480,253
ADMINISTRATION	\$335,585	\$376,102
TOTAL	\$2,823,548	\$3,330,884
INCREASE/(DECREASE) IN NET ASSETS	\$600,526	\$109,076

SUMMARY OF FINANCIAL STATEMENTS DATED DECEMBER 18, 2022 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	2021	2022
CASH + EQUIVALENTS	\$828,987	\$784,980
CONTRIBUTIONS RECEIVABLE	-	\$53,600
PREPAID + OTHER ASSETS	-	-
TOTAL	\$828,987	\$838,580

LIABILITIES/NET ASSETS		
LIABILITIES	\$ 22,591	\$204,833
NET ASSETS - UNRESTRICTED	\$806,396	\$633,747
TOTAL	\$828,987	\$838,580

STATEMENTS OF ACTIVITIES (IN-KIND)

SUPPORT + REVENUE	2021	2022
CONTRIBUTIONS	\$126,250	\$507,850
GRANTS	\$15,400	\$14,100
OTHER REVENUES	\$720	\$342
TOTAL	\$142,370	\$522,292

EXPENSES		
UNION SQUARE PARK MAINTENANCE	\$101,123	\$382,416
MARKETING + PROMOTIONAL	\$42,000	\$163,103
FUNDRAISING	-	\$43,550
ADMINISTRATION	\$212,126	\$ 105,872
TOTAL	\$ 355,249	\$694,941
INCREASE/(DECREASE)IN NET ASSETS	[\$212,879]	[\$172,649]

SUMMARY OF FINANCIAL STATEMENTS DATED MARCH 28, 2023 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

Lynne P. Brown

New York University

Treasurer

Kenneth Salzman

Victoria Owners Corp

Secretary

Jordan Brackett

Asphalt Green

BOARD OF DIRECTORS*

Suzanne Appel

The Vineyard Theatre

David A. Brause

Brause Realty Inc.

Robert Fisher

The Feil Organization

Eric Gural

GFP Real Estate

Greg Gushee

The Related Companies

Bradley Korn

Mount Sinai Health System

Christina Poon

W New York- Union Square

Gregg Schenker

ABS Partners

Eldon Scott

Urbanspace

Dr. H. Jay Wisnicki

Union Square Eye Care

Ex-Officio Members

Honorable Eric Adams

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

Tareake Dorill

Community Board 3

Vikki Barbero

Community Board 5

Kyle Athayde

Community Board 6

LOCAL DEVELOPMENT CORPORATION OFFICERS OF THE BOARD*

Co-Chair

William D. Abramson

Buchbinder & Warren

Treasurer

Nicholas Haines

The Bromley Companies

BOARD OF DIRECTORS*

Zachary Blank

Paragon Sports

Jenny Conrad

Union Square Hospitality Group

Ken Giddon

Rothmans New York

Jennifer Hensley

Con Edison

Ashley Natale

Vornado Realty Trust

Tiffany Ong

1 Irving Place

Jeremy Snepar

StartEd

Tokumbo Shobowale

The New School

Herb Streng

Orda Management

Josh Wein

RAL Companies



* As of September 1, 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



Irine Le
Marketing +
Engagement
Associate



Nicholas Cerdera
Planning
Coordinator



Shanae Gray
Marketing +
Events Coordinator



Ally La Pinta
Planning +
Engagement
Coordinator

CLEAN TEAM SUPERVISORS

Inza Konate
Samba Doucoure

UNION SQUARE CLEAN TEAM

Keba Toure
Moussa Ngom
Badara Diaouara
Mamadou Tall
Serigne Fallou Mar

Pape Malick Fall
Aliou Gning
Iamine Deme
Fernando
Assane Sene
Mamadou Samb
Baye Nar Diop
Joachim Ndione
Ndiaga Drame
Babacar Fall

Souleymane
Toukara
Fanta Sacko
Leticia Makiza
Momath Cisse
Babakhar Ndiaye
Aida Diallo
Oumou Diene
Babacar Lam
Jose Ladezma

Ibrahima Faye
Saliou Diop
Massamba Seck
Babacar Diop
Balla Dieng
Adama Coundoul
Mamadou Niang
Mamadou Diallo
Adama Thiam
EL Shafey



As of September 1, 2023

CONTRACTORS + VENDORS

4 Imprint
6 Precinct Community Council
9 Precinct Community Council
13th Precinct Community Council
200 Park South Associates, LLC
A Bulfamante Landscaping, Inc
Access Display Group
Adobe Creative Cloud
ADP
Amazon
AREA 4 LLC
Ascensus Trust Company
Association for a Better New York
AT&T
Avalon Water Coolers
BDS Marketing LLC
BerlinRosen
Bubble Group LLC
Ciocchini Design
Citibin Inc.
Citizensense Inc.
Corporate Biznis, Inc
Deborah Buyer Law PLLC
DRG Search LLC
Duggal Visual
Ecological Land Care Inc.
Electrical Illuminations by Arnold, Inc
Elisa Gislao
Elite Services Group LLC
Environmental Systems
Research Institute
Exteros, Inc.
Facebook
Fedex
Fermob USA
Flickr
Ginkgo
GoDaddy.com
Greenwich Village Chelsea
Chamber of Commerce
Guardian
Haskell Brokerage Corp.
HEEDGROUP
Indoff Inc.
International Blind Contractors, LTD
International Downtown
Association
Intersection Media, LLC
Jane Kratochvil
Ji Yong Kim
Jin Tao
Kelco Construction, Inc.
Kompan
Liz Ligon Photography
Logical Deductions
MailChimp
Manhattan Chamber of Commerce
Mommy Poppins
Mount Vernon Fire
Insurance Company
New York State Insurance Fund
New York Times
New York Window Film, Co., Inc
Nonprofit Coordinating
Committee
NYC BID Association
NYC Community Media
NYC Parks
NYS Department of Law
Oxford Health Plans
Palone Bros Air Conditioning Corp
PBID Manager
Placer Labs Inc
Play Solutions Inc.
Powered by Professionals
Prestone Media Group
Project Visual International, Inc.
Public Space Awards
Replica, Inc.
Sam Schwartz Engineering, D.P.C
Sarah Lopez
Sarah Switlyk
Schneps Media
Sentry Electric LLC
ShelterPoint Life Insurance
Sherwin Williams
Skody Scot & Company, CPAs
Sprout Social
Square Acre Studio
Square Space INC.
Staples Business Advantage
Starbright Floral
Starr Whitehouse Landscape
Architects and Planners
Steffi Lynn LLC
Steve Glickman Marketing
Strand Book Store
Streetplus Company, LLC
Survey Monkey
Street Plans Collaborative, Inc.
Tamis Corporation
Terracast Products, LLC
ThoughtMatter LLC
Town Square Consulting
Transit District Four
Travelers
True Eye Design, LLC DBA
Urban Arborists, Inc
Vanesa Alvarez
Victor Stanley, Inc
Western Pest Services
Yukiko Izumi
Zoom



GET CONNECTED



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

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



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UNION SQUARE PARTNERSHIP

The Union Square Partnership is a community-based, non-profit organization working to ensure the best possible neighborhood for its residents, businesses, and visitors. To learn more about our work and opportunities in Union Square, visit unionsquarenyc.org.

DISTRICT MAP

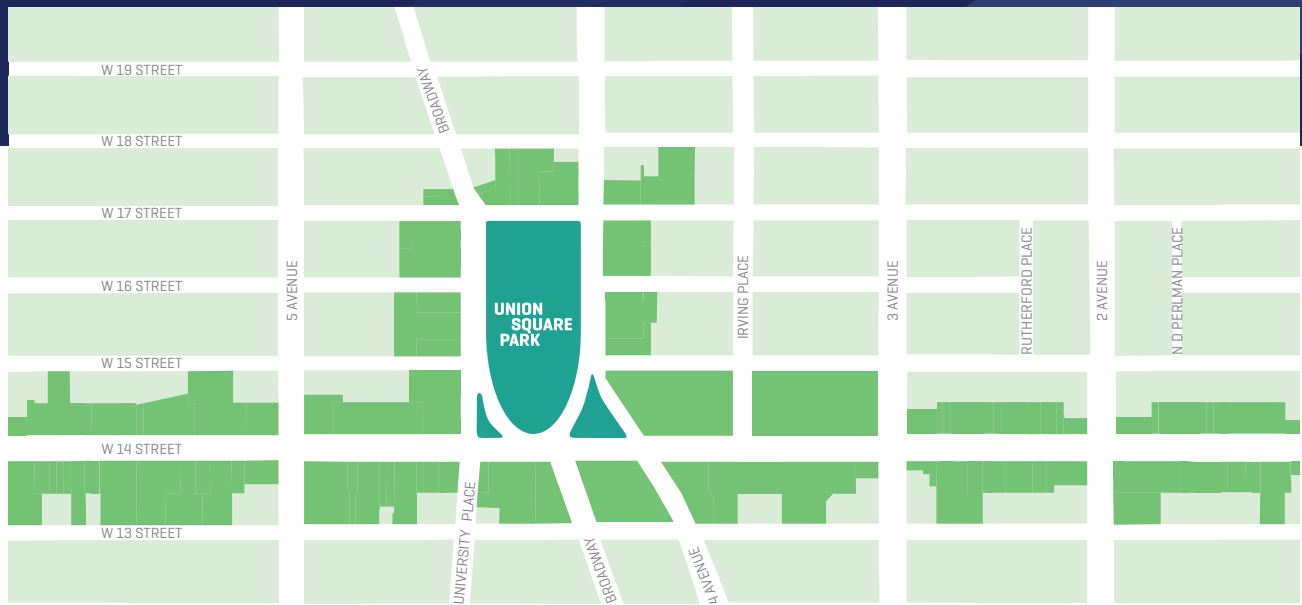


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