



**UNION
SQUARE
PARTNERSHIP
ANNUAL
REPORT
2015**

SERVING OUR COMMUNITY



Dear Partners & Friends,

Union Square continues its unique urban renaissance, decades in the making, with tremendous effort from the Union Square Partnership (USP), its supporters and the surrounding community. The neighborhood is a thriving hub of commerce, culture, food, fashion and fitness. It also has become a central home for leading technology, advertising, media and information (TAMI) firms. New employers such as Compass, BuzzFeed, The New Republic and their employees add to the vitality of the district, attracting scores of new eateries, retailers and a proliferation of innovative fitness studios and gyms. The ground-floor vacancy rate remained at a low 2.5% last year, and the district welcomed 55 new businesses such as: Banana Republic's flagship store, Reebok FitHub and MAC Cosmetics, acclaimed restaurants including Botequim, Irvington and Shuko and stylish home décor retailers Chilewich and HomeNature.

USP takes a multifaceted approach to enhancing the public realm and enriching the Union Square experience. USP's extensive cleaning and beautification initiatives, capital improvement investments and targeted marketing and outreach efforts earned us the Manhattan Chamber of Commerce's "Neighborhood Business Advocate of the Year" award.

Through social media campaigns, distribution of our *Visitor Map & Guide* and *District Deals* coupon booklets and by hosting scores of free community events, USP continues to foster relationships with new and established businesses, and promote the neighborhood's concentration of innovative offerings. Working with local businesses, USP expanded our free community programming, and introduced three new events. In October, USP launched *Fall for All*, an autumn festival with an interactive corn maze and children's activities. To kick-off the winter season, *Picture Perfect in Union Square* invited families to have their professional holiday portraits taken in the park, and this past February, we introduced the *Union Square Sweat Fest*, a fitness extravaganza showcasing the area's abundance of boutique studios, gyms and healthy eateries.

This spring, we launched new neighborhood branding to create a cohesive look and to solidify the area's unique identity. To keep the district clean and beautiful, our Clean Team removed an additional 125,708 bags of trash from our streets, scrubbed over 300 incidents of graffiti and power washed high-traffic pedestrian areas. In Union Square Park, our landscaping crew reseeded the lawns, cared for tree pits, and planted thousands of annuals, perennials and shrubs. To care for these investments, USP continues to fund a seasonal gardener. Moreover, USP maintained our support for a dedicated playground associate in Evelyn's Playground, which was named "Best Park for Kids" by *New York Family* last March.

We are deeply grateful to our many partners—including our fellow board members, property and business owners, residents and area employees, City and State representatives, vendors and staff for their collective contributions to our organization's work [please turn to page 23 for a full list]. Our 2015 Annual Report highlights USP's accomplishments over the past year as we continue to make Union Square a neighborhood for everyone. We urge you to stay connected by subscribing to our monthly Newsletter, reading the Union

Square Blog and following us on Facebook, Twitter and Instagram @UnionSquareNY. We look forward to hearing from you and welcoming you to Union Square!



Top: Co-chairs Carol Sobin and Lynne P. Brown. Bottom: Jennifer Falk and Ernie Anastos at Manhattan Chamber of Commerce Annual Awards Breakfast.

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

Carole Sobin
Carole Sobin
 Co-Chair [LDC]

Jennifer E. Falk
Jennifer E. Falk
 Executive Director

OUR SERVICES



600 Pieces of Furniture Maintained
[bistro tables, chairs and umbrellas]

THE UNION SQUARE PARTNERSHIP STRIVES TO CREATE THE BEST POSSIBLE NEIGHBORHOOD FOR OUR RESIDENTS, EMPLOYEES, STUDENTS AND VISITORS, BY WORKING TO KEEP THE DISTRICT CLEAN, BEAUTIFUL AND SAFE.

This past summer, Union Square proved to be an incredibly popular NYC destination, with over 383,000 visitors passing through on a Greenmarket Friday, the highest number since USP began keeping records. With the increase in foot traffic, our dedicated Clean Team hits the streets seven days a week to keep the neighborhood spotless. In 2014, the team logged more than 47,749 hours to keep our neighborhood in tip-top shape. The Clean Team removed 125,708 trash bags and remediated 334 incidents of graffiti throughout the district. Our workers kept the district looking fresh by painting 167 street lamp poles, 142 bollards, 57 hydrants and 40 mailboxes. In addition, the Clean Team power washed high traffic corners and the plazas surrounding Union Square Park. During the winter, the team salted and cleared snow from crosswalks, bus stops, catch basins and around fire hydrants.

- 125,708** Extra Bags of Trash Collected
- 47,749** Hours Logged by Union Square Clean Team
- 334** Incidents of Graffiti Removed
- 125** Trash Receptacles Maintained
- 7** Solar Trash Compactors Operated
- 87%** Community Satisfaction with District Cleanliness
- 100** Tree Pits Maintained
- 3** Solar-Powered Charging Stations Provided
- 92%** Community Satisfaction with Park Landscaping
- 89%** Approval of District Quality of Life



84 Planters Seasonally Landscaped and Irrigated



97% Approval Rating of the Union Square Partnership's Work

In the warmer months, USP performs extensive landscaping in Union Square Park—seeding, fertilizing and aerating lawns, and planting hundreds of annuals, perennials, plants and shrubs to beautify the district. To support these investments, USP funds a dedicated park gardener to care for the landscaping. USP also supports Evelyn's Playground by funding regular maintenance of equipment, the installation of a new safety surface, new plantings and retaining a seasonal playground associate. In our plazas, USP also continues to furnish and maintain public spaces with hundreds of iconic green bistro tables and chairs and bright blue umbrellas. Working with our partners at AT&T and PENZA, we brought back free solar-powered mobile charging stations to the area's public spaces to keep visitors connected and ready to take advantage of our complimentary Wi-Fi service. These amenities helped USP achieve an 89% satisfaction rating with neighborhood quality-of-life, as measured by our 2014 Community Opinion Survey.

MARKETING & EVENTS

THE UNION SQUARE PARTNERSHIP HOSTS FREE EVENTS AND ACTIVITIES YEAR-ROUND THAT ENLIVEN UNION SQUARE PARK, ENGAGE THE COMMUNITY AND PROMOTE LOCAL BUSINESS.

This past year, USP expanded our community programming, hosting more free events and activities than ever before. We kicked off the year with a volunteer cleanup of Union Square Park to usher in spring at 'It's My Park!' Day. Volunteers from the neighborhood, Con Edison and other local businesses, helped to rake, clean and plant flowers throughout the park. *Summer in the Square*, USP's popular nine-week entertainment series, was expanded to include evening fitness classes, drawing our biggest attendance to-date. Last fall, USP added new events to our repertoire of annual programming. In October, we introduced *Fall for All* which brought hundreds of families out to navigate an interactive corn maze, enjoy face-painting and snap a selfie in front of a massive pumpkin display. To kick-off the holiday season, USP launched *Picture Perfect in Union Square*, inviting families to have professional holiday photos taken in Union Square Park. USP also partnered with the Park's newly-opened



347 Attendees at the 2014 Annual Meeting

restaurant, The Pavilion, to honor local veterans during a special Memorial Day Luncheon. Additionally, USP worked with the restaurant to host a weekly community programming series entitled *Tuesdays at The Pavilion*, which, from mid-May to October, attracted more than 300 participants for arts and crafts workshops inside the restaurant. USP also doubled the capacity of its weekly historical walking tour, *Union Square: Crossroads of New York*, adding additional tour guides during the warmer months. The tour has drawn over 950 visitors eager to discover the unique history of the neighborhood.



83 Free Events During Summer in the Square

\$334,000 Raised at 19th Annual Harvest in the Square

7,083 Newsletter Subscribers [Over 16% Growth From 2013]

13,744 Facebook Likes

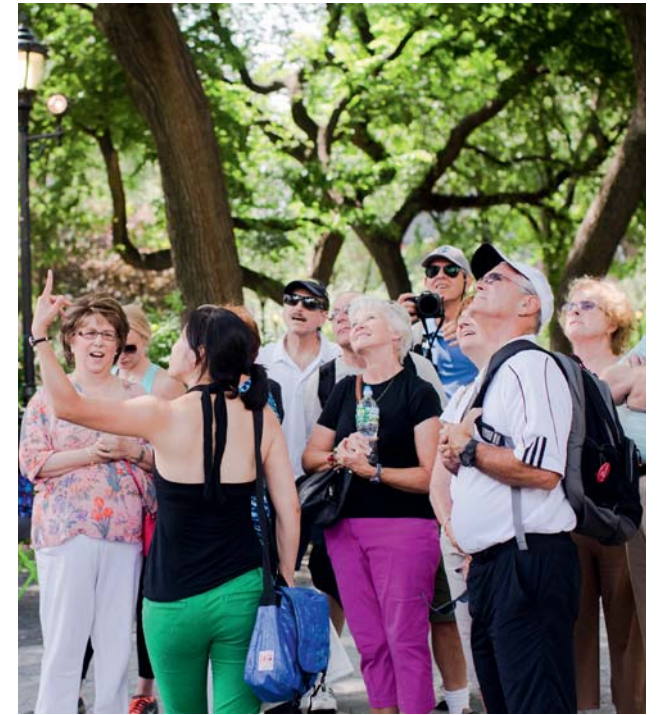
13,037 Twitter Followers

3,747 Instagram Followers

107,373 People Enjoyed USP's Wi-Fi

325 Participants at *Tuesdays at The Pavilion*

60 Volunteers for 'It's My Park!' Day



950 Walking Tour Attendees

Harvest in the Square, the Union Square Partnership's signature food and wine tasting event, raised \$334,000 last year to benefit Union Square Park. Over 1,200 attendees indulged in delicious samplings, each paired with wines and microbrews, from more than 40 of Union Square's finest restaurants. In total, *Harvest in the Square* has raised over \$4.7 million to support USP's investments in Union Square Park. As we prepare to celebrate *Harvest in the Square's* 20th Anniversary, the Union Square Partnership hopes to exceed \$5 million dollars in contributions to continue maintaining and beautifying Union Square Park.

DISTRICT DEVELOPMENT



383,000

Daily Visitors on a Summer Greenmarket Friday

TO SUPPORT THE LOCAL ECONOMY, THE UNION SQUARE PARTNERSHIP HELPS TO ATTRACT NEW BUSINESSES AND VISITORS TO UNION SQUARE, CREATING THOUSANDS OF JOBS AND GENERATING MILLIONS OF DOLLARS IN CONSUMER SPENDING.

USP programs support the neighborhood’s vibrancy by raising Union Square’s profile, showcasing our businesses, and driving foot traffic to the district. Last year, USP distributed over 50,000 *Visitor Map & Guides* and *District Deals* coupon booklets at local events, through partner businesses and at hotel concierge desks across the city. With support from these programs, USP counted over 383,000 visitors on a typical summer Friday, the most since we began keeping records. USP continued to work with building owners, commercial brokers, as well as retailers looking to launch their businesses in Union Square. USP also produced publications, like our *Commercial Market Report* and quarterly *Biz & Broker Report*, to help drive down the retail vacancy rate to 2.5%. Last year, our work earned us the “Neighborhood Business Advocate of the Year” award from the Manhattan Chamber of Commerce.

35,677,468

Annual Subway Riders at the 14th Street - Union Square Station

USP continued to invest in the public spaces that have helped our neighborhood maintain its popularity and economic growth. Working with the NYC Department of Parks and Recreation, USP installed a new safety surface in Evelyn’s Playground, and procured public art for the triangle at Union Square East. Installed in June, the temporary sculpture, entitled ‘Think Big’, was accompanied by a corresponding sculpture, ‘Perspective,’ in the USP-maintained plaza at Broadway and East 17th Street, with the help of the NYC Department of Transportation. USP maintained our recently upgraded complimentary Wi-Fi service in Union Square Park, which saw over 102,000 users in 2014. To brighten the streets during the holiday season, USP installed festive holiday lights along 14th Street and surrounding Union Square Park.

Capitalizing on the neighborhood’s reputation as the epicenter of health and fitness, USP launched *Union Square Sweat Fest* to showcase the neighborhood’s wide array of gyms, studios, healthy eateries and athleisure retailers. USP brought together over 40 businesses for a week of health and wellness classes and promotions. Over 300 free classes were provided to participants to exhibit the incredible studios and gyms that have established Union Square as NYC’s epicenter of health and wellness. The *Union Square Sweat Fest* was a major success, with local businesses generously donating over \$40,000 in giveaways, and over 1,000 participants coming out to get fit in the Square.

- 194,000** Sf Area of BuzzFeed’s New Union Square Headquarters
- 1,000** Participants Registered for USP’s Sweat Fest
- 80** Festive Holiday Lights Illuminate 14th Street
- 28,000** Sf Banana Republic’s New Flagship Space on Fifth Avenue
- 54%** Increase in Bicyclists since 2012
- 100+** Fitness Studios, Gyms and Athletic Retailers
- 55** New Retailers
- 74** District Deals Promoting Local Businesses
- 2.5%** Ground Floor Vacancy Rate



3 Public Art Installations in Public Plazas and Park

ECONOMIC SNAPSHOT

TOP OFFICE LEASE TRANSACTIONS 2014-2015

BUSINESS NAME	SIZE [sf]	ADDRESS
BUZZFEED	194,000	225 PARK AVENUE SOUTH
GAWKER MEDIA	58,900	114 FIFTH AVENUE
FIRST LOOK MEDIA	58,206	114 FIFTH AVENUE
CAPITAL ONE	40,000	114 FIFTH AVENUE
AKQA	40,000	114 FIFTH AVENUE
ADOBE SYSTEMS INC.	30,644	100-104 FIFTH AVENUE
CENTRO INC.	26,235	841 BROADWAY
PEAK PERFORMANCE	25,204	90 FIFTH AVENUE
COMPASS [EXP TO 50,000 sf]	25,000	90 FIFTH AVENUE
GLOBAL STRATEGY GROUP	21,974	215 PARK AVENUE SOUTH
HULU	20,000	79 FIFTH AVENUE
LIPPE TAYLOR	16,612	215 PARK AVENUE SOUTH
CAPITAL ONE	15,000	841-853 BROADWAY
KNEWTON [EXP TO 31,000 sf]	14,700	100-104 FIFTH AVENUE
CHIMERA SECURITIES	11,652	27 UNION SQUARE WEST
DROPBOX	11,000	33 WEST 19TH STREET
THE NEW REPUBLIC	7,110	1 UNION SQUARE WEST

RESIDENTIAL OVERVIEW

	UNION SQUARE [1/2 MILE]	MANHATTAN	NYC
TOTAL POPULATION	74,897	1,623,427	8,375,340
HOUSING UNITS	43,741	871,269	3,459,639
MEDIAN RENT	\$3,850	\$3,300	\$2,800
MEDIAN HOME VALUE	\$902,473	\$744,508	\$529,738
PERCENTAGE OWNER OCCUPIED	34%	21%	28%
MEDIAN HOUSEHOLD INCOME	\$108,021	\$70,378	\$50,173
MEDIAN AGE	34.2	37.2	36.1
AVERAGE HOUSEHOLD SIZE	1.62	1.99	2.57

RETAIL OVERVIEW

RETAILERS, RESTAURANTS & SERVICES	892
NO. OF NEW ESTABLISHMENTS	55
VACANCY RATE [BID]	2.5%
AVERAGE GROUND FLOOR ASKING RENT	
AROUND UNION SQUARE	\$417
FIFTH AVE: 14TH-23RD ST	\$403
BROADWAY: 14TH-23RD ST	\$359
EAST 14TH STREET GROUND FLOOR RENTS	\$150-\$300
SIDE STREET GROUND FLOOR RENTS	\$100-\$200

COMMERCIAL OFFICE OVERVIEW

OFFICE	UNION SQUARE	MIDTOWN SOUTH
TOTAL OFFICE INVENTORY [sf]	14.9M	87.9M
VACANCY RATE	8.1%	7.0%
AVERAGE ASKING RENT	CLASS A: \$83.74	CLASS A: \$74.86
	CLASS B: \$75.55	CLASS B: \$67.29

BUSINESS OVERVIEW

TOTAL BUSINESSES	9,787
TOTAL EMPLOYEES	153,861

TOP SECTORS* BY NUMBER OF FIRMS

	BUSINESSES	EMPLOYEES
PROF., SCIENTIFIC & TECH SERVICES	1,514	27,531
RETAIL	1,393	16,299
ACCOMMODATION & FOOD SERVICES	916	14,144
INFORMATION	709	11,250
REAL ESTATE, RENTAL & LEASING	612	5,351
HEALTH CARE & SOCIAL ASSISTANCE	577	33,433
FINANCE AND INSURANCE	310	4,240

*CATEGORIES BASED ON NAICS CODES [1/2 MILE]

TOP FIRMS BY NUMBER OF EMPLOYEES

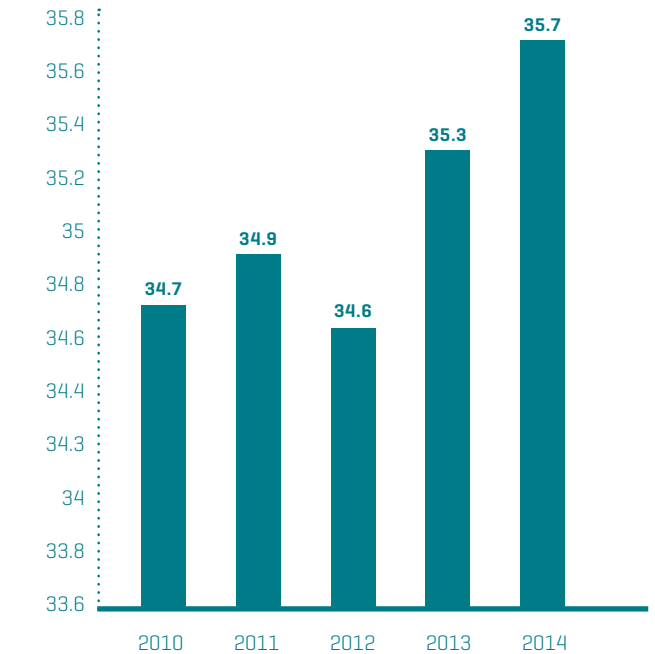
CON EDISON	4,279
MOUNT SINAI BETH ISRAEL	4,000
J. CREW	3,800
THE NEW SCHOOL	3,023
TORY BURCH	1,800
NYU ADMINISTRATION	1,600
NYU HOSPITAL FOR JOINT DISEASE	1,087
NEW YORK EYE & EAR INFIRMARY	800
BARNES & NOBLE	700
ABC CARPET AND HOME	525

SOURCES: ZILLOW, JGSC, DUN & BRADSTREET, INC., US CENSUS 2010, COSTAR, DTZ (FORMERLY CASSIDY TURLEY), CUSHMAN & WAKEFIELD, THE REAL DEAL, THE COMMERCIAL OBSERVER, MTA AND THE UNION SQUARE PARTNERSHIP

RADIUS OF UNION SQUARE AREA: TYPICALLY 1/2 MILE FROM UNION SQUARE PARK

TRANSPORTATION

UNION SQUARE SUBWAY STATION ANNUAL RIDERSHIP 2010-2014



GETTING TO UNION SQUARE



2014 YEAR IN REVIEW



JANUARY

The New School University Center opens adding to Union Square's vibrant education sector.



JANUARY

The Clean Team tackles winter storms Hercules and Janus by removing ice and snow.



MARCH & APRIL

New York Family names Union Square Park one of the 'Best Parks for Kids.' USP installs a new safety surface in Evelyn's Playground due to heavy use over last five years.



APRIL

USP begins spring work to beautify, clean, maintain and landscape the Park.



MAY

USP hosts Annual Meeting & Networking Event at the W New York-Union Square.



MAY

The final element of The North End Project, The Pavilion seasonal restaurant, opens on Union Square Park generating vital revenue for city services and creating a vibrant new community attraction.



MAY

USP partners with AT&T and PENZA to provide complimentary solar charging stations for a second year.



JUNE

USP installs new stone screening and maintains over 600 bistro tables, chairs, and shade umbrellas for our popular seating areas in Union Square Park.



MAY

USP brings out the community for a park cleanup and children's activities during *It's My Park!* Day in Union Square Park.



MAY

Danny Meyer brings his touch to a special Hospitality Quotient Event at Citi's Union Square Flagship Branch.



JUNE

Artist Jim Rennert's "Think Big" debuts in the park's triangle, part of USP's *Art in the Park* program.



JUNE

USP kicks off 9-weeks of free community programming with our *Summer in the Square* series in Union Square Park.



AUGUST
USP Executive Director Jennifer Falk and Operations Director Thomas DiRusso meet with NYPD Commissioner William Bratton to discuss quality-of-life issues.



SEPTEMBER
Foodies unite to support Union Square Park at the 19th Annual *Harvest in the Square*, raising over \$334,000 for Union Square Park.



NOVEMBER
USP kicked off the holiday season with free holiday portraits in The Pavilion at *Picture Perfect in Union Square*.



NOVEMBER
Union Square Holiday Market opens.



OCTOBER
Hundreds of families attend USP's first *Fall for All* autumn celebration.



NOVEMBER
USP installs 80 holiday lights to brighten the district during the holiday season.



NOVEMBER
USP named "Neighborhood Business Advocate of the Year" by the Manhattan Chamber of Commerce.



DECEMBER
Danny Meyer honored for his board service at USP's Annual Holiday Party hosted by The Gander.

AUDITED FINANCIAL STATEMENTS

UNION SQUARE PARTNERSHIP DISTRICT MANAGEMENT ASSOCIATION, INC.

STATEMENT OF FINANCIAL POSITION

ASSETS	2014	2013
CASH & EQUIVALENTS	\$1,234,226	\$1,011,296
DUE FROM AFFILIATE	24,561	11,939
PROPERTY & EQUIPMENT	524	1,045
PREPAID & OTHER ASSETS	1,936	627
TOTAL	\$1,261,247	\$1,024,907

LIABILITIES/NET ASSETS

LIABILITIES	\$49,286	\$51,513
NET ASSETS UNRESTRICTED	1,211,961	973,394
TOTAL	\$1,261,247	\$1,024,907

STATEMENTS OF ACTIVITIES (IN-KIND)

SUPPORT & REVENUE	2014	2013
CONTRIBUTIONS	\$2,000,000	\$2,000,000
GRANTS	40,686	74,003
OTHER REVENUES	21,290	18,265
TOTAL	\$2,061,976	\$2,092,268

EXPENSES

MARKETING AND PROMOTIONAL	\$109,311	\$125,707
SAFETY	366,880	392,174
SANITATION	800,857	845,128
COMMUNITY IMPROVEMENTS	290,615	368,511
ADMINISTRATION	255,746	318,245
TOTAL	\$1,823,409	\$2,049,765
INCREASE/[DECREASE] IN NET ASSETS	\$238,567	\$42,503

SUMMARY OF FINANCIAL STATEMENTS DATED NOVEMBER 13, 2014 PREPARED BY SKODY SCOT & COMPANY CPAS PC. A COPY OF THE COMPLETE AUDITED FINANCIAL IS AVAILABLE UPON REQUEST.

UNION SQUARE PARTNERSHIP, INC.

STATEMENT OF FINANCIAL POSITION

ASSETS	2014	2013
CASH & EQUIVALENTS	\$4,765,834	\$4,732,435
CONTRIBUTIONS RECEIVABLE	79,000	81,500
PREPAID & OTHER ASSETS	-	2,548
PROPERTY & EQUIPMENT	524	1,045
DUE FROM AFFILIATE	-	-
TOTAL	\$4,845,358	\$4,817,528

LIABILITIES/NET ASSETS

LIABILITIES	\$124,985	\$23,739
NET ASSETS- UNRESTRICTED	1,154,805	1,198,171
NET ASSETS- RESTRICTED	3,565,568	3,595,618
TOTAL	\$4,845,358	\$4,817,528

STATEMENTS OF ACTIVITIES (IN-KIND)

SUPPORT & REVENUE	2014	2013
CONTRIBUTIONS	\$649,477	\$782,100
GRANTS		
OTHER REVENUES	55,519	57,111
TOTAL	\$704,996	\$839,211

EXPENSES

UNION SQUARE PARK MAINTENANCE	\$357,887	\$255,692
UNION SQUARE PARK RESTORATION	31,438	37,069
EDUCATION	-	1,500
MARKETING & PROMOTIONAL	192,681	129,213
ADMINISTRATION	196,406	172,274
TOTAL	\$778,412	\$595,748
INCREASE/[DECREASE] IN NET ASSETS	\$(73,416)	\$243,463

SUMMARY OF FINANCIAL STATEMENTS DATED NOVEMBER 26, 2014 PREPARED BY SKODY SCOT & COMPANY CPAS PC. A COPY OF THE COMPLETE AUDITED FINANCIAL IS AVAILABLE UPON REQUEST.



OUR STAFF

Executive Director

Jennifer E. Falk

Deputy Director

Scott Hobbs

Director of Operations

Thomas DiRusso

Director of Economic Development

Kriss Casanova

Director of Finance

Tawana Springer

Director of Marketing & Events

Julie Nguyen

Operations Coordinator

McLawrence Glynn

GIS Specialist

Helen Zincavage

Economic Development Associate

Dorit Avganim

Communications & Intern Coordinator

Hannah York

Summer Associates

Sofia Fazal

Megan Lee

Seasonal Park Gardener

Nadya Gotlieb

Playground Associate

Liza Hernandez

Clean Team Supervisors

Mamdou Ndiaye

Seydina Niass

Union Square Clean Team

Babacar Cisse

Amadou Diallo

Carlos Diaz

Oumar Diof

Ndongo Diongue

Samba Diouf

Cheikh Fall

Mustapha Kabbala

Hubert Kabore

Mahamadane Lo

Thierno Mbaye

Sad Miah

Hamet Niang

Sering Njie

Augustin Reyes

Modou Seck

Baye Seringe Fall

Louis Torres

Bassirou Toure

Mamadou Wady

Sam Washington

OUR BOARD

UNION SQUARE PARTNERSHIP, INC.* OFFICERS OF THE BOARD

Co-Chair

Carole Sobin
Con Edison

Treasurer

Nicholas Haines
The Bromley Companies

Board of Directors

Bruce C. Blank
Paragon Sports

Jeff T. Blau
The Related Companies

Ken Giddon
Rothmans NY

Sam Lipp
Union Square Hospitality Group

Roy P. Moskowitz
The New School

Mark F. Patricof
MESA Global

Eric Seiler
Friedman Kaplan Seiler & Adelman LLP

Susan Somerville
Mount Sinai Beth Israel

Jeffrey Zurafsky
'wichcraft

UNION SQUARE PARTNERSHIP, DMA** OFFICERS OF THE BOARD

Co-Chair & President

Lynne P. Brown
New York University

Vice President

William D. Abramson
Buchbinder & Warren

Treasurer

Kenneth Salzman
Victoria Owners Corp.

Board of Directors

David Brause
Brause Realty Inc.

Carolyn Brown
Barnes & Noble

William Bunce
W New York – Union Square

Lance Carlile
Vornado Realty Trust

Kathleen Dore
15 Union Square West

Jennifer Garvey-Blackwell
The Vineyard Theatre

Eric Gural
Newmark Grubb Knight Frank

Greg Gushee
The Related Companies

Bradley Korn
Mount Sinai Health System

Laurie Lane
Whole Foods Market

Mary S. McCartney
Con Edison

Katherine Moore
Union Square Wines & Spirits

Eric Petterson
Gotham City Restaurant Group

Gregg Schenker
ABS Partners Real Estate

Dr. H. Jay Wisnicki
Union Square Eye Care

Ex-Officio

Hon. Bill de Blasio
Mayor, City of New York

Hon. Maria Torres-Springer
Commissioner, Small Business Services

Hon. Scott Stringer
Comptroller, City of New York

Hon. Rosie Mendez
Council Member, District 2

Non-Voting Members

Tobi Bergman
Community Board 2

Gigi Li
Community Board 3

Vikki Barbero
Community Board 5

Sandro Sherrord
Community Board 6



*Local Development Corporation (LDC)

**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, (in other words, more than "Class B", "Class C" and "Class D" combined). In addition, "Class E" consists of non-voting members who are interested parties not included in the above 4 categories.

OUR SUPPORTERS

ANNUAL SPONSOR

Citi

ANNUAL MEETING SPONSOR

W New York – Union Square

WEBSITE

Con Edison

PUBLIC ART INSTALLATIONS

NYC Parks & Recreation
NYC Transportation
"Think Big" & "Perspective" by Jim Rennert, Cavalier Gallery
"Sherry Netherland" by Alexandre Arrechea, Magnan Metz Gallery

SEASONAL GARDENER

Urban Space

UNION SQUARE PARK FOUNTAIN

ASPCA

FELLOWSHIP POSITION

The New School

SUMMER IN THE SQUARE

Baby Loves Disco
Brick New York
City Park Foundation, Swedish Cottage Marionette Theatre
Con Edison
Dreamworks
Elizabeth Arden Red Door Spas
Guitar Center
Karma Kids Yoga
Leanna Schanzer Promotions Inc.
New York University
Old Navy
Om Factory
Paragon Sporting Goods

Peridance
Reebok 5th Avenue
The North Face
Wells Fargo
Zipcar

HARVEST IN THE SQUARE

ABS Partners
Barnes & Noble
Bloomberg
Blue Smoke
BR Guest Hospitality
Bromley Companies
Buchbinder & Warren
Citi
City Harvest
Con Edison
Feil Family Foundation
Finger Lakes Wine Alliance
Friedman Kaplan Seiler & Adelman LLP
Hyatt Union Square New York
Maniac Pumpkin Carvers
New York Distilling Company
The New School
New York University
Newmark Grubb Knight Frank
NYC Department of Parks & Recreation
ORDA Management
Paragon Sports
Related Companies
Southern Wine & Spirits of New York
Union Square Cafe
Urban Space
The Village Voice
Vornado Realty Trust
W New York- Union Square
Whole Foods Market

VETERAN'S DAY BRUNCH

The Pavilion
VA NY Harbor Healthcare System

FALL FOR ALL

Modern Family
Fox 5

PICTURE PERFECT UNION SQUARE

Amedei Chocolate
Mighty Pie

UNION SQUARE SWEAT FEST

14th Street Y
Athleta
Atmananda Yoga Sequence
Bandier
Brick New York
Bo Law Kung Fu
Body Space Fitness
Brick New York
Cevich
Charlotte Blake Pilates
Citi Bike
Clay Health Club and Spa
Core Pilates NYC
Con Edison
CrossFit Union Square
Crunch
Darrow's
GrowNYC
JackRabbit Sports
Jivamukti Yoga School
KG Body
Liquiteria
Luli Tonix
Lululemon Athletica
McBurney YMCA
Mio Skin Care
Mount Sinai Beth Israel
New York Health & Racquet Club
New York Sports Club
Nimble Fitness
Paragon Sports
Peridance Capezio Center
Pilates on the Square
Reebok FitHub
Revolve

Sal Anthony's Movement
Salon
Swerve Fitness
The Movement
The Red Door
The Swan
Vimmia
W New York – Union Square
Tone House
Whole Foods Market
Yoga Vida

ANNUAL HOLIDAY PARTY

Amedei Chocolate
Bond No.9
Botequim
The Gander
The Red Door
Urban Space

GENERAL CONTRIBUTIONS

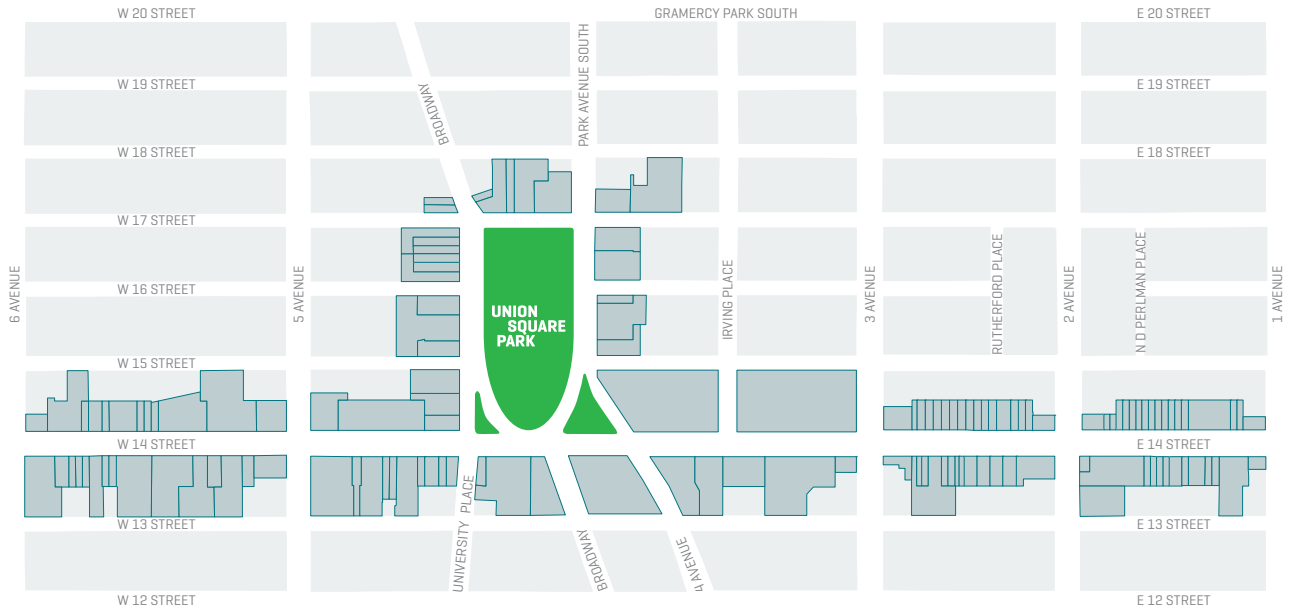
Janice Ali
Robert Anderson
Maryse T Chovel
Nancy Ekelman
Jennifer Garvey-Blackwell
GE Marketing
Jennifer Jackson
Louis and Anne Abrons Foundation
Magnetic Collaborative LLC
Michael Reiff
Union Square Eye Care

CONTRACTORS & VENDORS

1-800 Postcards
A. Bulfamante Landscaping
A Plus Messenger Services
Ace Tent
AJ Images Inc.
Arsenal New York
Atlantic Maintenance
Baby Loves Everything LLC
Bandujo Advertising + Design
Bear Dallis Associates, Inc.
Big Onion Walking Tours

BigBelly Solar
Borax Paper Products
Bradford Graphics
Broadway Party Rentals
C & G Partners
CDM Smith
Custom Ink
Community Media
Curbed.com
Deborah Buyer Law PLLC
Digital Zone
Displays2Go
DJ Commish
Electrical Illuminations
By Arnold, Inc.
Event Design and Production Group
Excel Resources Corp
Fit + Love
Five Boro Flag, Banner & Sign
GEM Audio
GreeNow Productions
Haskell Brokerage
Influence Graphics
Liz Ligon Photography
Log-On
M & N Cleaners 14
Municipal Building Consultants
New York Magazine [Eater.com]
Poole & Sons
Robert A. Ripps Photography
Skody Scot & Company, CPA
Sof Surfaces Inc.
Sottile Security
Steven Jackson Photography
The Marino Organization
The Michael Alan Group
The New School for Jazz and Contemporary Music
Ticketprinting.com
Titan360
Victor Stanley
Western Pest Services
Worldstudio

UNION SQUARE PARTNERSHIP DISTRICT



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 events and opportunities in Union Square, visit unionsquarenyc.org.

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Cover Photo: Children of all ages enjoying a yoga class on Union Square Park's center lawn. This is one of over a hundred free community activities provided by the Union Square Partnership. **Photo Credits:** Chris Heinrich, Steven Jackson, Liz Ligon, Samantha Modell and Julie Nguyen. **Report Design:** C&G Partners

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