



**UNION  
SQUARE  
PARTNERSHIP  
ANNUAL  
REPORT  
2016**



# CELEBRATING COMMUNITY PARTNERSHIPS

## DEAR PARTNERS,

The Union Square Partnership [USP] has worked for four decades to affect the growth and positive change that we have seen within our neighborhood. From helping private businesses navigate the public realm, to investing in the beautification of our world-class park, USP has played a multifaceted role in shaping and elevating the experience of everyone who lives, works, and visits Union Square. With so much activity over the last year, and even more on the way, we have much to celebrate.

Our 2016 report highlights our work on the streets and in our park, business programs, and events that keep Union Square a dynamic and thriving neighborhood. Union Square experienced exceptional growth over the last year, with more than 40 retail openings and a vacancy rate of just 2.7 percent, one of the lowest in the City. The neighborhood has become the City's hotspot for tech, advertising, media and innovation companies. Building on this popularity, the New York City Economic Development Corporation announced the redevelopment of the P.C. Richard & Son site into a new tech hub that will nurture new businesses, modernize the workforce, and create jobs in Union Square.

With more than 383,000 pedestrians visiting the Square daily and over 35 million annual commuters, USP continues to invest in the maintenance and beautification of Union

Square Park. In addition to our extensive landscaping work, we also upgraded the median malls along Union Square East and Park Avenue South, adding 80 new trees and seasonal landscaping with help from our partners at ORDA Management and NYC Parks.

USP continues to attract residents, businesses, and visitors that are driving this exciting growth through our extensive cleaning and beautification initiatives. Last year, our clean team removed an additional 160,000 bags of trash from our streets and cleaned up over 250 incidents of graffiti. We fostered relationships with new and established businesses, offering *District Deals* for those who live, work, and visit Union Square so that they may discover the neighborhood's unique retailers and services.

This year, we celebrate 40 years of community partnerships and are grateful to all of our supporters – including our board members, property owners, residents and area employees, City and State representatives, vendors and dedicated staff for their collective contributions to our organization's work [turn to page 23 for a full list]. Please 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 the Square!



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



**William Abramson**  
Co-Chair [LDC]



**Jennifer E. Falk**  
Executive Director



# CREATING EXCELLENCE IN THE SQUARE



Over **383,000** visitors were counted coming through Union Square. **91%** of surveyed community members approve of district quality of life.

## THE UNION SQUARE PARTNERSHIP WORKS YEAR-ROUND TO KEEP THE NEIGHBORHOOD CLEAN, SAFE, AND BEAUTIFUL.

Over the last year, Union Square's dynamic community has continued to grow, attracting new businesses, residents and visitors. To keep up with the demand placed on the streetscape, the Clean Team worked seven days a week, painting street furniture, sweeping sidewalks, power-washing high-traffic corners, and maintaining the plazas surrounding Union Square Park. During the busy warm months, our Clean Team was out daily setting up our popular seating areas in and around the park with our signature lime green bistro tables + chairs and bright blue shade umbrellas. In the winter, the Team salted and cleared crosswalks, bus stops, catch basins, and areas around fire hydrants of snow, ice, and slush to keep our streets unobstructed for the hundreds of thousands of pedestrians visiting Union Square.

## Popular Public Investments Funded by USP



Complimentary Wi-Fi



Planters & Landscaping



Bistro Chairs, Tables + Umbrellas



Solar Trash Compactors



Decorative Holiday Lights



The Clean Team works seven days a week. **96%** of surveyed community members approve of USP's work.



USP continues to invest in Union Square Park. **96%** of surveyed community members are satisfied with USP's park landscaping.

In addition to our work on the street, USP continued to invest in the maintenance and beautification of Union Square Park. As the core of the neighborhood and a major transportation hub for New York City, Union Square Park remained the district's most popular destination. To keep up with this constant flow of visitors, USP provided extensive landscaping, including seeding, fertilizing, and aerating park lawns, and planting hundreds of annuals, perennials, plants, and shrubs. Furthermore, USP continued our commitment to keep the park beautiful, safe, and fun during the busiest months by funding a seasonal landscaper and playground associate. In addition to the sanitation services provided, USP installed new state-of-the-art rodent resistant solar trash compactors to keep the park clean.

# SHOWCASING THE DISTRICT'S VERY BEST

## THE UNION SQUARE PARTNERSHIP PROMOTES LOCAL BUSINESSES AND ENGAGES THE COMMUNITY THROUGH HUNDREDS OF FREE EVENTS AND ACTIVITIES ALL YEAR LONG.

This year, USP expanded community programming, offering access to an even wider variety of free activities to shine the light on our neighborhood partners. We kicked off the year with the return of *Union Square Sweat Fest*, the wildly popular, week-long health and fitness festival highlighting the district's vibrant wellness scene. As the weather warmed up, volunteers from Con Edison and the community came out to clean up the park and get it ready for summer at 'It's My Park!' Day. Summer brought back longer days as well as USP's highly anticipated nine-week series, *Summer in the Square*. USP built upon the series success, offering twice the number of children's activities and performers, new fitness classes, music + dance performances and USP's first-ever movie nights. September marked the 20th Anniversary of



**1,200** Foodies attended the **20th** Anniversary of *Harvest in the Square*, which has raised more than **\$5 million** for Union Square Park over the past two decades.



Over **1,600** people enjoyed movies on Union Square Park's North Plaza during the last two nights of *Summer in the Square*.

*Harvest in the Square*, which raised \$350,000 for Union Square Park in 2015 and more than \$5 million since the fundraiser began in 1996. Over 1,200 attendees came to enjoy unlimited samplings from over 45 of the neighborhood's best restaurants, each dish paired with regional wines and microbrews. To celebrate the holiday season, USP offered free professional portraits, refreshments and holiday entertainment at our 2nd Annual *Picture Perfect Union Square*. The festive gathering also marked the launch of the world famous *Union Square Holiday Market*, which drew more than 1 million visitors this holiday season.



More than **900** fitness enthusiasts and **50** health + wellness businesses participated in the 2nd Annual *Union Square Sweat Fest*.



# DISTRICT DEVELOPMENT

## THE UNION SQUARE PARTNERSHIP HELPS TO ATTRACT BUSINESSES AND VISITORS, SUPPORTING THE CREATION OF THOUSANDS OF JOBS AND GENERATING MILLIONS OF DOLLARS IN CONSUMER SPENDING.

USP continued to showcase the diversity and unique character of the neighborhood's business community. Over 50,000 *Visitor Map & Guides* and *District Deals* booklets were distributed at community events and through partner businesses. Working with the popular *Union Square Holiday Market*, USP introduced the *Union Square Holiday Guide* to the market's information kiosk, giving more than 1 million visitors a curated guide to the district's best holiday shopping.

USP's extensive programming initiatives have grown in tandem with the district's rapidly expanding retail landscape. In February 2016, USP continued to showcase the neighborhood's preeminence as the epicenter for health + wellness with our 2nd Annual *Union Square Sweat Fest*. The event series featured over 50 studios, gyms, athleisure



Rendering of 44 Union Square. The landmarked Tammany Hall building will be restored and modernized, bringing together commercial and streetscape improvements that are transforming Union Square Park's eastern side.



Buzzfeed and Facebook set up their new home at 225 Park Avenue South. The two tech heavy weights join the growing list of tech companies making their home in Union Square.

retailers, and healthy eateries, including Lululemon's 11,500-square-foot flagship complete with public hub and fitness workshops, and Athleta's new fitness studio. With a number of high profile retail openings in 2015, and several large-scale developments on the way, Union Square remains one of the City's strongest retail markets. Dylan's Candy Bar opened a 3,300-square-foot boutique space on Union Square West, and Banana Republic, Aritzia, Bonobos, and Paper Source joined the Fifth Avenue corridor.

With several notable projects on the horizon, Union Square continues to attract new real estate development. Reading International has begun the redevelopment of the historic Tammany Hall on Union Square East. Leased by Newmark Grubb Knight Frank, the iconic property offers more than 75,000 square feet of retail and office space. Capitalizing on the growth of tech in the area, including the recent arrival of Buzzfeed, Facebook and WeWork, the City is redeveloping the P.C. Richard & Son site into a tech hub to support the neighborhood's growing digital economy.



Athleisure retailers continue to flock to the district. Lululemon helped fortify the neighborhood's distinction as NYC's center of health + wellness with the debut of their 11,500sf flagship store featuring the retailer's first community space dubbed Hub Seventeen.

Union Square's unique culinary scene is also thriving. Danny Meyer's treasured Union Square Cafe has moved into its new home at 235 Park Avenue South. The former space on 16th Street will house the first American location for the popular udon noodle eatery, Tsurutontan. Neighborhood icon Blue Water Grill, a 20-year old neighborhood staple, renewed their lease on Union Square West and will soon begin a renovation to modernize their space.

# ECONOMIC SNAPSHOT

## TOP OFFICE LEASE TRANSACTIONS 2015-2016

BUSINESS NAME	SIZE [SF]	ADDRESS
FACEBOOK	200,00	225 PARK AVE SOUTH
WEWORK	96,000	33 IRVING PLACE
WEWORK	82,000	88 UNIVERSITY PLACE
PERKINS EASTMAN (RENEWAL)	77,000	115 FIFTH AVE
PANDORA (EXP TO 104,00 SF)	51,000	125 PARK AVE SOUTH
COMPASS (EXP TO 87,806 SF)	37,806	90 FIFTH AVE
CASPER	32,300	230 PARK AVE SOUTH
REGUS	23,000	112 WEST 20TH ST
DEVITO VERDI (RENEWAL)	22,000	100 FIFTH AVE
VERVE	21,500	79 FIFTH AVE
NET-A-PORTER (EXP TO 42,644 SF)	10,500	100 FIFTH AVE
ARQUITECTONICA	9,500	100 FIFTH AVE
TEADS (RENEWAL)	8,000	55 FIFTH AVE
SHAW INDUSTRIES	7,963	853 BROADWAY
DIGITAL REASONING	7,680	853 BROADWAY

## RESIDENTIAL OVERVIEW

	UNION SQUARE [1/2 MILE]	MANHATTAN	NYC
TOTAL POPULATION	75,489	1,631,855	8,433,086
HOUSING UNITS	44,067	877,636	3,488,882
MEDIAN RENT	\$3,900	\$3,300	\$2,316
MEDIAN HOME VALUE	\$938,319	\$791,780	\$546,356
PERCENTAGE OWNER OCCUPIED	35%	23%	32%
MEDIAN HOUSEHOLD INCOME	\$113,930	\$70,910	\$51,754
MEDIAN AGE	34.6	37.5	36.3
AVERAGE HOUSEHOLD SIZE	1.69	2.1	2.6

## RETAIL OVERVIEW

RETAILERS, RESTAURANTS & SERVICES	897
NO. OF NEW ESTABLISHMENTS	42
VACANCY RATE (BID)	2.7%
<b>AVERAGE GROUND FLOOR ASKING RENT</b>	
AROUND UNION SQUARE	\$350-\$550
FIFTH AVE: 14TH - 23RD ST	\$394
BROADWAY: 14TH - 23RD ST	\$510
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]	15M	87.6M
VACANCY RATE	9.5%	6.7%
AVERAGE ASKING RENT	CLASS A: \$85	CLASS A: \$78
	CLASS B: \$76	CLASS B: \$71

## BUSINESS OVERVIEW

TOTAL BUSINESSES	8,869
TOTAL EMPLOYEES	141,647
EMPLOYEE/RESIDENTIAL POPULATION RATIO	1.88:1

## TOP SECTORS\* BY NUMBER OF FIRMS

	BUSINESSES	EMPLOYEES
PROF., SCIENTIFIC & TECH SERVICES	1,488	23,205
RETAIL	1,249	20,226
ACCOMMODATION & FOOD SERVICES	807	12,996
REAL ESTATE, RENTAL & LEASING	673	7,169
HEALTH CARE & SOCIAL ASSISTANCE	599	17,051
INFORMATION	534	9,519
FINANCE AND INSURANCE	400	4,597

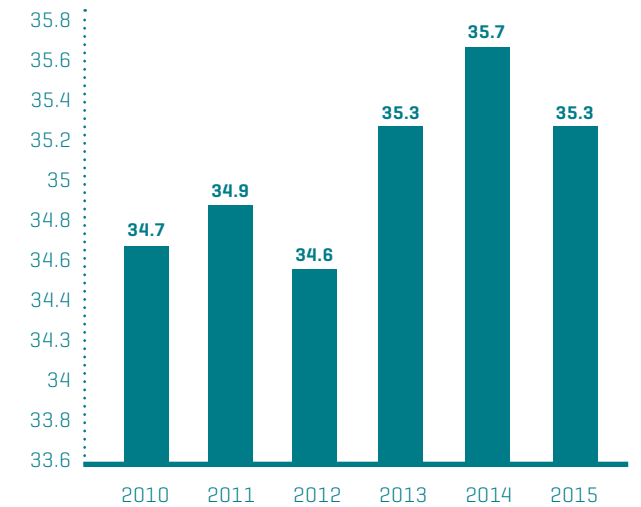
\*CATEGORIES BASED ON NAICS CODES (1/2 MILE)

## 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
NYU ADMINISTRATION	1,600
TORY BURCH	1,500
NYU HOSPITAL FOR JOINT DISEASE	1,087
NEW YORK EYE & EAR INFIRMARY	800
BARNES & NOBLE	700
BUZZFEED	600

## TRANSPORTATION

UNION SQUARE SUBWAY STATION ANNUAL RIDERSHIP 2010-2015



## GETTING TO UNION SQUARE



SOURCES: ABS, ACS 2014, DUN & BRADSTREET, INC., US CENSUS 2010, COSTAR, CRESA, CUSHMAN & WAKEFIELD, ESRI (INFOGROUP, INC.), J6SC, MTA, PLUTO, REBNY, THE REAL DEAL, THE COMMERCIAL OBSERVER, TOWN RESIDENTIAL, ZILLOW AND THE UNION SQUARE PARTNERSHIP

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



# 2015 YEAR IN REVIEW



## JANUARY

USP launches new logo + brand identity in collaboration with local design firm, C&G Partners.



## FEBRUARY

The Clean Team battles winter by clearing snow and ice.



## FEBRUARY

Over 1,000 people participated in USP's first-ever *Union Square Sweat Fest* and enjoyed complimentary fitness classes, gym passes, and discounts to 40 local businesses.



## MARCH + APRIL

USP begins spring work to beautify, clean, and maintain the streetscape. USP maintains over 600 tables and chairs and more than a dozen shade umbrellas in our popular seating areas.



## APRIL

NYC Parks Department Commissioner Mitchell Silver meets with the USP Board of Directors to discuss new initiatives that benefit the Union Square community.



## APRIL

Affirming USP's continued commitment to clean streets, new trash receptacles arrive.





**MAY** Warm weather brings out thousands to enjoy USP's new shade umbrellas and complimentary Wi-Fi in public seating areas maintained by the organization.



**MAY** Community members and volunteers from Con Edison participate in USP's park cleanup at *It's My Park! Day* in Union Square Park.



**MAY** USP adds ten new environmentally friendly solar-powered trash compactors to keep Union Square Park clean.



**MAY** USP hosts *Annual Meeting & Networking Event* highlighting the district's successes at the W New York – Union Square.



**MAY** USP expands our beautification efforts on the east side of Union Square Park with the beginning of our extensive landscaping project to improve the median lawns along Union Square East.



**JUNE** USP kicks off nine weeks of *Summer in the Square* with more free community programming than ever before.



**JULY** Chef Driven, operators of Union Square Park's successful Pavilion Restaurant, partner with USP and the VA NY Harbor Healthcare System to deliver meals to veterans.





**JULY**

Union Square Cafe announces their new home at 235 Park Avenue South, just two blocks north of Union Square Park.



**JULY**

Blue Water Grill, a community institution for 20 years, renews their lease at their iconic space on Union Square West.



**AUGUST**

Over 1,600 people attend USP's first-ever movie nights at the end of *Summer in the Square*.



**SEPTEMBER**

USP's signature park fundraiser *Harvest in the Square* celebrates its 20th Anniversary. The event raised more than \$350,000 for Union Square Park.



**NOVEMBER**

USP brightens up the holidays with 80 festive lights surrounding the park and along 14th Street.



**SEPTEMBER**

Dylan Lauren opens Dylan's Candy Bar on Union Square West, joining over 40 retailers that opened in the year.



**NOVEMBER**

USP kicked off the launch of the *Holiday Market* with the 2nd Annual *Picture Perfect Union Square* event. Carolers sang classics while families enjoyed complimentary holiday portraits and treats.





**NOVEMBER**

The NYC Economic Development Corporation launches an RFP for the creation of a new tech hub for cutting edge businesses and startups at the PC Richard & Son site in Union Square. The neighborhood is already a magnet for established and emerging tech companies.



**NOVEMBER**

USP debuts the *Union Square Holiday Guide* at the *Union Square Holiday Market*. Filled with gift ideas and local deals, the Guide builds off the popularity of the seasonal market and drives foot traffic to the neighborhood's surrounding businesses.



**JANUARY 2016**

Columbia Care opens NYC's first medical marijuana dispensary on East 14th Street.



**DECEMBER**

USP Executive Director Jennifer Falk, NYPD Commissioner William Bratton, and USP Operations Director Thomas DiRusso honor police officers who protect Union Square at the Greenwich Village-Chelsea Chamber of Commerce 11th Annual Safe City, Safe Streets Luncheon.



**DECEMBER**

Longtime USP Board Member and Con Edison Executive Carole Sobin is honored for over two decades of service to the Union Square community at USP's Annual *Holiday Party*.



**JANUARY 2016**

USP joins faculty, students, and elected officials to celebrate the opening of the The Clinton School for Artists and Writers' new home on 15th Street.



**FEBRUARY 2016**

Mayor Bill de Blasio makes inaugural 311 call using first LinkNYC kiosk. LinkNYC began its rollout in Union Square and will blanket public streets with free, fast Wi-Fi using a new state-of-the-art fiber optic network.



# AUDITED FINANCIAL STATEMENTS



## UNION SQUARE PARTNERSHIP DISTRICT MANAGEMENT ASSOCIATION, INC.

### STATEMENT OF FINANCIAL POSITION

ASSETS	2014	2015
CASH & EQUIVALENTS	\$1,234,226	\$1,158,050
DUE FROM AFFILIATE	24,561	18,913
PROPERTY & EQUIPMENT	524	-
PREPAID & OTHER ASSETS	1,936	1,517
<b>TOTAL</b>	<b>\$1,261,247</b>	<b>\$1,178,480</b>

### LIABILITIES/NET ASSETS

LIABILITIES	\$49,286	\$46,159
NET ASSETS UNRESTRICTED	1,211,961	1,132,321
<b>TOTAL</b>	<b>\$1,261,247</b>	<b>\$1,178,480</b>

### STATEMENTS OF ACTIVITIES (IN-KIND)

SUPPORT & REVENUE	2014	2015
CONTRIBUTIONS	\$2,000,000	\$2,000,000
GRANTS	40,686	42,600
OTHER REVENUES	21,290	19,117
<b>TOTAL</b>	<b>\$2,061,976</b>	<b>\$2,061,717</b>

### EXPENSES

MARKETING AND PROMOTIONAL	\$109,311	\$116,136
SAFETY	366,880	349,105
SANITATION	800,857	913,479
COMMUNITY IMPROVEMENTS	290,615	468,722
ADMINISTRATION	255,746	293,915
<b>TOTAL</b>	<b>\$1,823,409</b>	<b>\$2,141,357</b>
<b>INCREASE/[DECREASE] IN NET ASSETS</b>	<b>\$238,567</b>	<b>[\$79,640]</b>

SUMMARY OF FINANCIAL STATEMENTS DATED OCTOBER 27, 2015 PREPARED BY SKODDY 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	2015
CASH & EQUIVALENTS	\$4,765,834	\$4,590,872
CONTRIBUTIONS RECEIVABLE	79,000	-
PREPAID & OTHER ASSETS	-	250
PROPERTY & EQUIPMENT	524	-
DUE FROM AFFILIATE	-	-
<b>TOTAL</b>	<b>\$4,845,358</b>	<b>\$4,591,122</b>

### LIABILITIES/NET ASSETS

LIABILITIES	\$124,985	\$72,163
NET ASSETS- UNRESTRICTED	1,154,805	\$960,610
NET ASSETS- RESTRICTED	3,565,568	\$3,558,349
<b>TOTAL</b>	<b>\$4,845,358</b>	<b>\$4,591,122</b>

### STATEMENTS OF ACTIVITIES (IN-KIND)

SUPPORT & REVENUE	2014	2015
CONTRIBUTIONS	\$577,201	\$496,780
GRANTS	72,276	22,600
OTHER REVENUES	55,516	53,242
<b>TOTAL</b>	<b>\$704,996</b>	<b>\$572,622</b>

### EXPENSES

UNION SQUARE PARK MAINTENANCE	\$357,887	\$395,381
UNION SQUARE PARK RESTORATION	31,438	36,215
MARKETING & PROMOTIONAL	192,681	122,960
ADMINISTRATION	196,406	219,480
<b>TOTAL</b>	<b>\$778,412</b>	<b>\$774,036</b>
<b>INCREASE/[DECREASE] IN NET ASSETS</b>	<b>[\$73,416]</b>	<b>[\$201,414]</b>

SUMMARY OF FINANCIAL STATEMENTS DATED NOVEMBER 18, 2015 PREPARED BY SKODDY SCOT & COMPANY CPAS PC. A COPY OF THE COMPLETE AUDITED FINANCIAL IS AVAILABLE UPON REQUEST.



# OUR BOARD

## UNION SQUARE PARTNERSHIP, INC.\* OFFICERS OF THE BOARD

### Co-Chair

William D. Abramson  
*Buchbinder & Warren*

### Treasurer

Nicholas Haines  
*The Bromley Companies*

### Secretary

Sam Lipp  
*Union Square Hospitality Group*

### BOARD OF DIRECTORS

Bruce C. Blank  
*Paragon Sports*

Jeff T. Blau  
*The Related Companies*

Ken Giddon  
*Rothmans NY*

Roy P. Moskowitz  
*The New School*

Eric Seiler  
*Friedman Kaplan Seiler & Adelman LLP*

Susan Somerville  
*Mount Sinai Beth Israel*

## UNION SQUARE PARTNERSHIP, DMA\*\* OFFICERS OF THE BOARD

### Co-Chair & President

Lynne P. Brown  
*New York University*

### Treasurer

Kenneth Salzman  
*Victoria Owners Corp.*

### Secretary

Jennifer Garvey-Blackwell  
*The Vineyard Theatre*

### BOARD OF DIRECTORS

David Brause  
*Brause Realty Inc.*

Alan McNamara  
*Barnes & Noble*

William Bunce  
*W New York – Union Square*

Lance Carlile  
*Vornado Realty Trust*

Eric Gural  
*Newmark Grubb Knight Frank*

Greg Gushee  
*The Related Companies*

Bradley Korn  
*Mount Sinai Health System*

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. Gregg Bishop  
*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 Sherrod  
*Community Board 6*



\*Union Square Partnership, Inc. is a Local Development Corporation (LDC).  
\*\*Union Square Partnership, DMA is a Business Improvement District (BID).

# OUR SUPPORTERS

## ANNUAL HOLIDAY PARTY

Cocoa Store NYC  
Morton's Grille  
One Five Hospitality  
Starbright Floral Design  
UrbanSpace  
The Truffeleist

## ANNUAL MEETING SPONSOR

W New York – Union Square

## ANNUAL SPONSOR

Citi

## FELLOWSHIP POSITION

The New School

## HARVEST IN THE SQUARE

ABS Partners Real Estate  
Arizona Beverages USA  
Association for a Better New York  
AT&T  
Atlantic Maintenance  
B.R. Guest Hospitality  
Barnes & Noble Booksellers  
Bear Dallis Associates  
Bloomberg  
Bromley Companies  
Buchbinder & Warren  
C&G Partners  
Citi  
City Harvest  
Columbia Care  
Con Edison  
Friedman Kaplan Seiler & Adelman  
Gabbegroup  
Gotham City Restaurant Group  
Goshow Architects  
Hyatt Union Square New York  
Mount Sinai Health System  
NYC Department of Parks & Recreation  
New York City College of Technology  
New York University  
Newmark Grubb Knight Frank  
ORDA Management Corp  
OpenTable.com  
Paragon Sports  
Reading International  
Related Companies  
Rothman's Union Square  
Southern Wine & Spirits of NY

Starbright Floral Design  
The New School  
The Nicholas Martini Foundation  
The Village Voice  
Tishman Realty Corporation  
Union Square Eye Care  
Union Square Hospitality Group  
Urban Space  
Vineyard Theater  
Vornado Realty Trust  
W New York – Union Square  
Wells Fargo  
Whole Foods Market Union Square

## PICTURE PERFECT UNION SQUARE

Pret a Manger

## PUBLIC ART INSTALLATIONS

NYC Parks & Recreation  
NYC Transportation  
"My Circle"  
By Beverly Pepper,  
"Disorder: 9 Uneven Angles"  
By Bernar Venet

## SALUTE TO VETERANS

The Pavilion  
VA NY Harbor Healthcare System

## SEASONAL GARDENER

Urban Space

## SUMMER IN THE SQUARE

Art Farm Animals  
BASIS Independent Brooklyn  
C&G Partners  
Creative Dreams  
Crunch  
CVS Pharmacy  
Dylan's Candy Bar  
Eddie Bauer  
New York Health & Racquet Club  
New York University  
Paragon Sports  
Peridance Capezio Center  
Pret a Manger  
The New School  
Zipcar

## UNION SQUARE PARK FOUNTAIN

ASPCA

## UNION SQUARE SWEAT FEST

14th Street Y  
Adidas  
Amanda Kloots  
Athleta  
Bandier  
Barkthins  
Barnana  
Beyond Sushi  
Bo Law King Fu  
Body Space Fitness  
Chef's CutJerky  
Core Pilates NYC  
Crunch  
Eddie Bauer  
Elements Fitness  
Essentia Water  
FlyWheel  
Form Pilates  
Gibney Dance Center  
Hyatt Union Square New York  
Ivivia  
JackRabbit  
Jenna Wolfe  
Jivamukti  
Kerri Verna  
Luli Tonix  
McBurney YMCA  
New York Health & Racquet Club  
New York Sports Club  
Nimble Fitness  
Om Factory  
Paragon Sports  
Peridance Capezio Center  
Physique57  
Pop Fit Kids  
Punk Rope  
purity organic  
Revolve  
Row House  
Runa  
Sweaty Betty  
sweetgreen  
The Movement  
The North Face  
Tone House New York  
Union Square Cafe  
W New York – Union Square  
Yoga Vida

## WEBSITE

Con Edison

## CONTRACTORS + VENDORS

1-800 Postcards  
A. Bulfamante Landscaping  
A. Plus Messenger Services  
Ace Tent  
AJ Images  
American Express  
AT&T  
Atlantic Maintenance  
Bear Dallis Associates  
Betta Brands  
Big Onion Walking Tours  
BigBelly Solar  
Borax Paper Products  
Broadway Party Rentals  
C&G Partners  
CDM Smith  
Classic Party Rentals  
Community Media  
Corporate Biznis  
CTM Media Group  
Curbed.com  
Custom Ink  
Deborah Buyer Law  
Delta Fountains  
Digital Zone  
DJ Commish  
Dropbox  
Electrical Illuminations  
By Arnold  
Eventa Design  
and Production Group  
Excel Resources Corp  
Fermob USA  
Fire Department of New York  
Fit + Love  
Five Boro Banner & Sign  
FLM Graphics Corporation  
Go Daddy  
GreeNow Productions  
Guardian-Bethlehem  
Haskell Brokerage  
Interphase Electrical Corp  
Intersection  
Kauff McGuire & Margolis LLP  
Liz Ligon Photography  
Log-On  
M & N Cleaners 14  
Mailchimp  
Mr. John  
Municipal Building Consultants  
New York Magazine (Eater.com)  
New York State Insurance Fund  
NYC Dept. of Parks & Recreation

NYS Department of Law  
Oxford Health Plans  
Pacific Irrigation  
Pacific Lawn Sprinklers  
Philadelphia Insurance Companies  
Poole & Sons  
Prestone Media Group  
Ready Refresh by Nestle  
Robert A. Ripps Photography  
Sentry Electric  
Shade Systems  
Shadowbox Design  
Management  
Shelter Point Life Insurance  
Skody Scot & Company, CPA  
Skyhook Entertainment  
Sof Surfaces  
Sottile Security  
Staples Business Advantage  
Steven Jackson Photography  
The Marino Organization  
The Michael Alan Group  
The New School of Jazz  
& Contemporary Music  
Ticketprinting.com  
Tower Cleaners  
Transit Center  
Tuuci  
Union Square Ballroom  
United City Ice Co.  
Urban Arborists  
We Love Photoboosts  
West Coast Lanyards  
Western Pest Services  
XO Web Site Hosting





# 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

## Marketing + Events Associate

Hannah Swerdloff

## Operations Coordinator

McLawrence Glynn

## GIS Associate

Emily Minougou

## Economic Development Associate

Alison Harman

## Communications Associate

Brian Lamberta

## Summer Associates

Elinor Haney

Noa Steiner

## 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

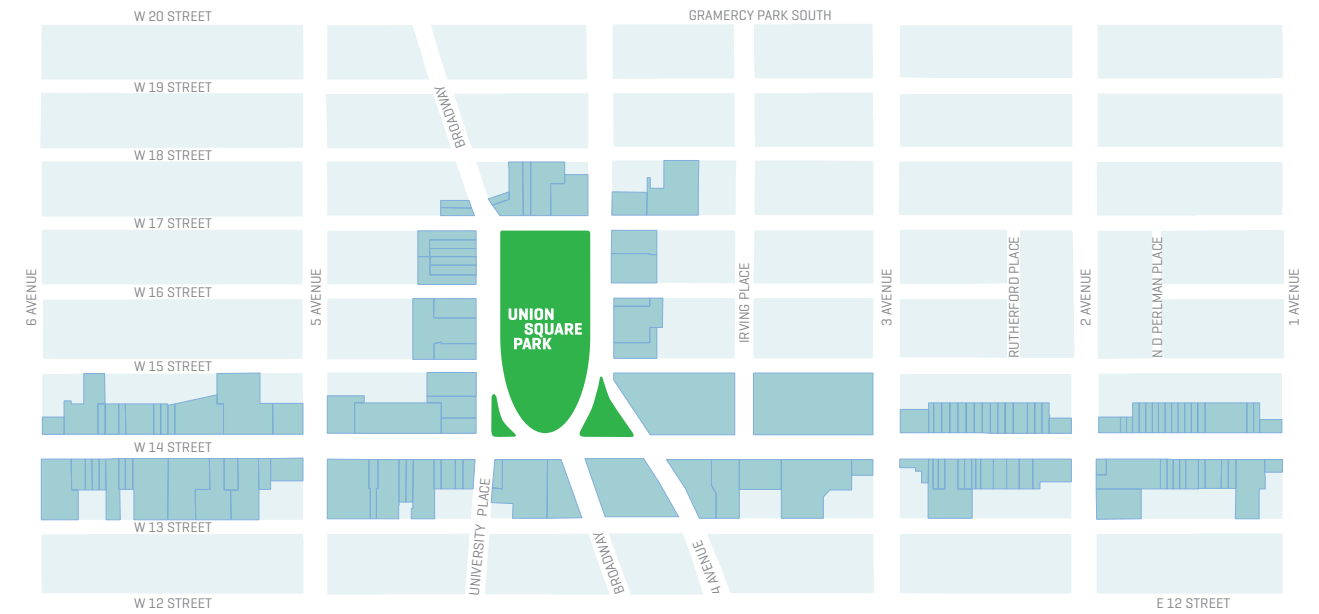
Mamadou Wady

Sam Washington





## 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](https://unionsquarenyc.org).

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**Cover Photo:** Parkgoers enjoy lunch in Union Square Park's Westside Seating Area, one of several popular seating areas furnished and maintained by USP.  
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