

UNION SQUARE PARTNERSHIP ANNUAL REPORT 2017



CELEBRATING COMMUNITY PARTNERSHIPS



Dear Partners,

Everywhere you look, the Union Square-14th Street district is thriving. Exciting development projects are taking place throughout the area; new businesses continue to join our bustling community; and neighborhood institutions, like the iconic Union Square Cafe, are reinventing themselves.

Last year, USP raised \$1.5 million in addition to our annual assessment revenue, our highest fundraising total to date, which allowed us to expand our investments throughout the neighborhood. Along with our core services, USP worked with local property owners to add new trees and understory landscaping to the median malls along Union Square East, expanded outdoor seating areas with new bistro furniture, and installed brighter, energy-efficient lighting to increase safety in the park.

Union Square continues to reinforce its reputation as a magnet for innovative tech and creative services companies. Earlier this year, Mayor de Blasio unveiled the City's plans for a \$250 million tech hub on 14th Street. With Facebook's new offices at 225 Park Avenue South—the same property that houses BuzzFeed—and WeWork's third Union Square location opening soon on University, time and again Union Square is the first choice for tech tenants.

Our growing workforce has been mirrored by a similar growth in our vibrant culinary scene. Newcomers focusing

on the fine casual lunch crowd are joined by new creations from established favorites: Danny Meyer's new coffee shop and bakery Daily Provisions, and ABCV, the vegetarian sensation from the founder of ABC Cocina and ABC Kitchen. These new concepts debuting in Union Square further highlight the innovation taking place in every sector of the district.

The Union Square Partnership is proud of what we have accomplished in our district and thank our board members, community supporters, and partners in government who have worked closely with us. Together we will continue to make Union Square a truly special neighborhood for its residents, businesses and visitors.



Lynne P. Brown
Co-Chair & President (BID)

William Abramson
Co-Chair (LDC)

Jennifer E. Falk
Executive Director

MAKING UNION SQUARE BLOOM








The Clean Team works seven days a week. **93%** of surveyed community members approve of USP's work.

THE UNION SQUARE PARTNERSHIP WORKS YEAR-ROUND TO KEEP THE NEIGHBORHOOD BEAUTIFUL SAFE AND VIBRANT FOR ALL

Over the past 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, our Clean Team worked seven days a week, sweeping sidewalks, painting street furniture, power-washing high-traffic corners, and maintaining the plazas surrounding Union Square Park. During the busy warm months, the Team is 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



Over **344,000** visitors were counted coming through Union Square. **90%** of surveyed community members approve of district quality of life.

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 upgraded the park's lighting with 70 brighter, energy efficient LED bulbs to provide additional safety to the neighborhood at night.

To learn more and join in the conversation online, use our hashtag **#USQBlooms** and see our work in action.



USP continues to invest in Union Square Park. **97%** of surveyed community members are satisfied with USP's park landscaping.

CULTIVATING THE BEST OF THE DISTRICT

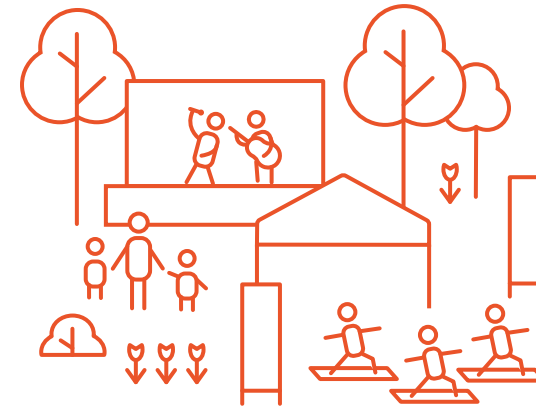
THE UNION SQUARE PARTNERSHIP HOSTS OVER 180 FREE ACTIVITIES YEAR-ROUND THAT SHOWCASE OUR DIVERSE AND VIBRANT BUSINESS COMMUNITY

With an influx of new residents, commercial tenants and commuters traversing the district every day, it's no secret that Union Square remains one of the City's most popular neighborhoods. As the district continued to see a high level of foot traffic, USP worked to expand public programming to engage even more people and connect them with Union Square's vibrant business community.

USP kicked off the year with the return of *Union Square Sweat Fest* to highlight the abundance of innovative studios, gyms, athleisure retailers, and healthy eateries in the area. Following past years' successes, USP expanded the weeklong health and fitness event series with even bigger opening and closing celebrations, a full schedule of fitness programs for kids, and the largest lineup of new



Over \$40,000 in giveaways and free classes were provided by 55 local businesses during *Union Square Sweat Fest*.



USP partnered with 25 businesses and organizations to produce 9 weeks of free community programming at *Summer in the Square*.

and returning partners than ever before. USP's *Summer in the Square* kicked off 9-weeks of free events starting in June with new programs and a line-up of over 120 live performances, fitness classes, and family activities. New partnerships with over 20 community organizations allowed for an expansion of our most popular activities that drew more people than ever before. The series concluded with two movie nights that packed the plaza with friends and families for a second year.

In the fall, USP's 21st Annual *Harvest in the Square* returned with more than 50 local restaurants and over a dozen regional wineries + breweries. This past year,

the event included newcomers Union Fare, The Poké Spot, Flats Fix, Bruno Pizza, Cava Grill, Sweetgreen, Mighty Pie, and the reinvented City Crab Shack. The event drew more than 1,200 attendees and, through the generosity of the community, raised \$378,000 to support USP's vital work to maintain, beautify, and program Union Square Park.



The 21st Annual *Harvest in the Square* delighted more than 1,200 foodies with tastings from over 50 of the neighborhood's best restaurants. The event raised \$378,000 in support of Union Square Park.

A DISTRICT BUILT ON SUCCESS

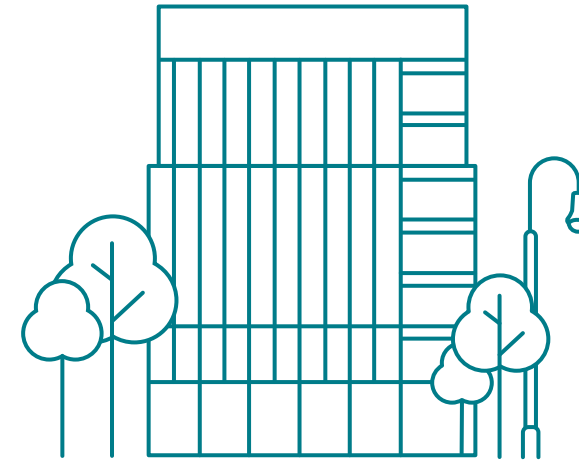
DRIVEN BY A THRIVING TECH SECTOR UNION SQUARE HAS BECOME A HOME FOR THE INNOVATION ECONOMY THAT SUPPORTS THOUSANDS OF JOBS AND BOOSTS STREET LEVEL RETAIL

New York City's population of tech and innovation companies is on the rise—and Union Square is where they're headed. Union Square has become the home of Capital One Labs, Compass, Dropbox, Hulu, Mashable, and eBay. This year, Facebook moved into its 200,000-square-foot space at 225 Park Avenue South, where media giant BuzzFeed's offices are also located. Together, they bring more than 1,200 new employees into Union Square.

In February of 2017, Mayor Bill de Blasio revealed plans for the City's new \$250 million hub to support tech and innovation start-ups. Designed by Davis Brody Bond, the tech hub will offer training and flexible office space



Union Square East is being transformed after USP planted **80 new trees** in the medians, Mount Sinai Downtown-Union Square revealed a new façade and lobby, and Tammany Hall began its renovation and modernization.

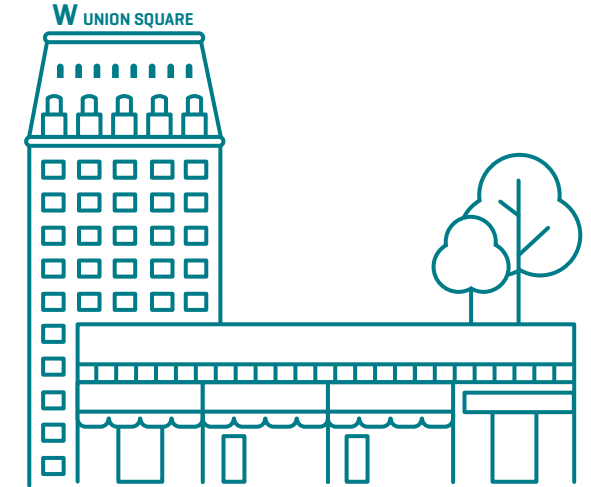


Capitalizing on the strength of the neighborhood's tech business community, Mayor de Blasio unveiled plans for a **\$250 million** tech hub in Union Square.

for early-stage companies. The facility is anticipated to generate 600 tech jobs, plus digital training for thousands of New Yorkers.

Tech growth has anchored retail, restaurants, and services in the district. Although NYC's retail sector has experienced rising vacancies, Union Square has continued to be one of the City's hottest shopping and eating destinations. With more than 40 new businesses arriving in Union Square this past year, the vacancy rate in the district remained at a low 1.7 percent.

Known as the epicenter of New York City's health and wellness scene, Union Square now houses more than 100 innovative fitness studios, gyms, athleisure retailers, healthy eateries, and juice shops. To complement the abundance of health and wellness retailers, beauty brands have found a natural home here as well.



41 new businesses opened in 2016 with a focus on fast casual eateries. Union Square's retail vacancy rate remained a low 1.7%.

Last winter, NYX Cosmetics opened its flagship Manhattan store, joining beauty retailers MAC, The Red Door, Sephora, Fresh, and Blue Mercury strengthening the district's position as a beauty destination.

New eateries also continue to dominate the district landscape, as one-of-a-kind concepts look to Union Square to establish their first NYC outposts. Sushi sensation Sugarfish arrived in Union Square last winter, creating a fanatical following for its omakase sushi tastings. D.C.-based Mediterranean eatery Cava Grill arrived on Fourth Avenue, down the block from Make Sandwich, a new concept from the creators of Melt Shop. On an international level, Japanese udon concept TsuruTonTan made its stateside debut on 16th Street.

ECONOMIC SNAPSHOT

TOP OFFICE LEASE TRANSACTIONS 2016-2017

BUSINESS NAME	SIZE [SF]	ADDRESS
NYC HUMAN RESOURCES [RENEWAL]	349,777	109 EAST 16TH ST
CAPITAL ONE	78,000	11 WEST 19TH ST
IBM	70,000	88 UNIVERSITY PL
CAPGEMINI AMERICA	43,000	79 FIFTH AVE
TEACHERS PAY TEACHERS	27,000	225 PARK AVE SOUTH
COMPASS [EXP. TO 115,000]	25,000	90 FIFTH AVE
RAKUTEN [RENEWAL]	17,255	215 PARK AVE SOUTH
T. ROWE PRICE	13,450	233 PARK AVE SOUTH
CLIQUE MEDIA GROUP	12,187	215 PARK AVE SOUTH
ODA ARCHITECTURE [RENEWAL]	11,985	250 PARK AVE SOUTH
UPDATER	10,000	19 UNION SQ WEST
KIMBALL OFFICE [RENEWAL]	9,885	215 PARK AVE SOUTH
BRACK CAPITAL GROUP	8,815	893 BROADWAY
MEDIA IQ DIGITAL LTD	8,013	893 BROADWAY
TRUEX MEDIA [EXP. TO 10,705]	5,864	893 BROADWAY

RESIDENTIAL OVERVIEW

	UNION SQUARE [1/2 MILE]	MANHATTAN	NYC
TOTAL POPULATION	73,116	1,636,268	8,550,405
HOUSING UNITS	42,727	869,866	3,459,639
MEDIAN ASKING RENT	\$3,700	\$3,150	\$2,800
MEDIAN HOME VALUE	\$ 1,000,001	\$848,700	\$494,800
PERCENTAGE OWNER OCCUPIED	36%	23%	32%
MEDIAN HOUSEHOLD INCOME	\$113,578	\$72,871	\$53,373
MEDIAN AGE	34.7	35.7	35.8
AVERAGE HOUSEHOLD SIZE	1.6	2.1	2.7

COMMERCIAL OFFICE OVERVIEW

OFFICE	UNION SQUARE/ FLATIRON	MIDTOWN SOUTH
TOTAL INVENTORY [SF]	26.7 M	72.9 M
VACANCY RATE	6.9%	8.5%
ASKING RENT [\$/SF/YR]	\$70	\$73

RETAIL OVERVIEW

RETAILERS, RESTAURANTS & SERVICES	892
NO. OF NEW ESTABLISHMENTS	41
VACANCY RATE [BID]	1.7%

AVERAGE GROUND FLOOR ASKING RENT RANGE [\$/SF/YR]

AROUND UNION SQUARE PARK	\$350-\$600
FIFTH AVE: 14TH - 23RD ST	\$300-\$480
BROADWAY: 14TH - 23RD ST	\$350-\$430
EAST 14TH STREET GROUND FLOOR RENTS	\$150-\$300
SIDE STREET GROUND FLOOR RENTS	\$100-\$200

BUSINESS OVERVIEW

TOTAL BUSINESSES	10,256
TOTAL EMPLOYEES	163,932
EMPLOYEE/RESIDENTIAL POPULATION RATIO	2.2:1

TOP SECTORS* BY NUMBER OF FIRMS

	BUSINESSES	EMPLOYEES
PROF., SCIENTIFIC + TECH SERVICES	1,634	22,549
RETAIL	1,426	21,764
ACCOMMODATION + FOOD SERVICES	853	13,687
REAL ESTATE, RENTAL + LEASING	744	9,508
HEALTH CARE & SOCIAL ASSISTANCE	729	25,050
INFORMATION	596	12,571
FINANCE AND INSURANCE	356	3,791

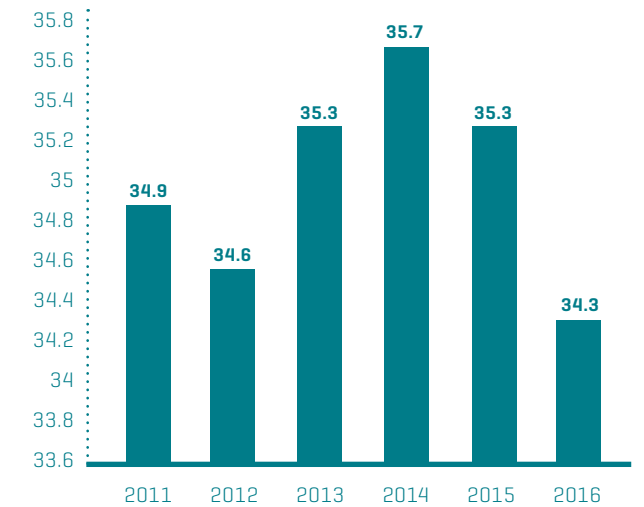
*CATEGORIES BASED ON NAICS CODES [1/2 MILE]

MAJOR EMPLOYERS

ABC CARPET & HOME
 BARNES & NOBLE
 BUZZFEED
 COMPASS
 CON EDISON
 FACEBOOK
 J. CREW
 MOUNT SINAI BETH ISRAEL
 NEW YORK EYE & EAR INFIRMARY
 NYC HUMAN RESOURCES ADMINISTRATION
 NYU ADMINISTRATION
 NYU HOSPITAL FOR JOINT DISEASE
 SPOTIFY
 THE NEW SCHOOL
 TORY BURCH
 WEWORK

TRANSPORTATION

UNION SQUARE SUBWAY STATION ANNUAL RIDERSHIP 2011-2016



GETTING TO UNION SQUARE



SOURCES: ABS PARTNERS REAL ESTATE, LLC, CUSHMAN & WAKEFIELD, COLLIERS INTERNATIONAL, DUN & BRADSTREET, INC., ESRI, PLUTO, US CENSUS 2010, NEWMARK GRUBB KNIGHT FRANK, STREETEASY, ZILLOW, THE REAL DEAL, THE COMMERCIAL OBSERVER, REBNY, MTA AND THE UNION SQUARE PARTNERSHIP

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

2016 YEAR IN REVIEW



JANUARY

The USP Clean Team hit the streets to supplement the City's clearing efforts during Winter Storm Jonas, removing snow from crosswalks, catch basins, and fire hydrants.



JANUARY

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



JANUARY

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



FEBRUARY

Inaugural 311 call was made by Mayor Bill de Blasio at the City's first LinkNYC kiosk in Union Square.



FEBRUARY

55 local businesses participated in USP's second annual *Union Square Sweat Fest* and provided over \$40,000 in free giveaways to event participants.



FEBRUARY

Mayor Bill de Blasio signed a bill that increased crucial funding for USP's operations, including supplemental trash pickup and street cleaning to keep the neighborhood clean and beautiful.



MARCH

USP began work to upgrade landscaping along the median malls on Union Square East by planting 80 new trees.



MARCH

Former NYC Department of Transportation Commissioner Jeanette Sadik-Khan launched her book tour for *Street Fight*, a handbook for street improvements like those piloted outside Barnes & Noble's Union Square location.



MARCH

In collaboration with the NYC Department of Transportation's Art Program, artist Bernar Venet's *Disorder 9* debuts in the USP-maintained pedestrian plaza at Broadway and East 17th Street.



MARCH

USP upgraded park lighting with 70 brighter, energy-efficient LED bulbs to provide additional safety to the neighborhood at night.



APRIL

Commissioner Gregg Bishop from the NYC Department of Small Business Services spoke at the USP Spring Board Meeting, highlighting new initiatives that benefit Union Square's thriving small businesses.



MAY

USP celebrated the third anniversary of Citi Bike in Union Square with our partners at Citi. Union Square's Citi Bike docks remain some of the most popular in the 600+ station system.



MARCH + APRIL

As the winter weather receded, the USP Clean Team fanned out across the district to beautify, clean, and maintain the neighborhood.



MAY
Comptroller Scott Stringer addressed over 250 community members gathered for USP's Annual Meeting & Networking Event at the W New York-Union Square.



JUNE
Over spring and summer, the USP Landscaping Team headed out in the district to add fresh blooms and provide greenery for all to enjoy.



JUNE
Volunteers came out with their families to *It's My Park! Day* to help clean up the park for summer, and kids got to plant and take home beautiful flowers.



JUNE
A morning workout kicked off USP's *Summer in the Square*. The series includes 9 weeks packed with free fitness classes, kids' activities, music, dance performances, and movie nights.



JULY
Executive Director Jennifer Falk joined Greenmarket vendor Hot Bread Kitchen and leaders at Capital One to break bread and celebrate the flagship branch's opening.



JUNE
Artist Lionel Smit debuted his first sculpture in the United States, *MORPHOUS*. The piece was brought to Union Square through a collaboration between USP, the NYC Department of Parks & Recreation, and the Cynthia Reeves Gallery.



JULY

GrowNYC, the organizers of the Union Square Greenmarket, celebrated their 40th Anniversary at a special Summer Friday Night Market.



AUGUST

Longtime Union Square Greenmarket manager, Davy Hughes, was honored by USP for his dedication and service to the Union Square neighborhood after 14 seasons.



JULY

Mr. Met came out to greet the throngs of kids participating in *Summer in the Square*. To accommodate the growing popularity of children's programming, USP doubled the number of free kids' activities and performances during the 9-week series.



AUGUST

The plaza filled with families as over 1,600 people came out for two nights of movies during USP's second-annual movie nights at *Summer in the Square* sponsored by Citi.



AUGUST

Blue Water Grill completed a million-dollar renovation, which added more space for diners and a brand new downstairs oyster bar, *Metropolis*. The restaurant celebrated 20 unforgettable years with stories from the community written on ocean walls.



AUGUST

USP worked with the NYC Department of Transportation to improve the bike network through the neighborhood. New bike paths were installed to improve safety and reduce conflicts for a booming number of riders coming through Union Square.



SEPTEMBER

Harvest in the Square, USP’s signature park fundraiser, broke records by raising over \$378,000 in support of Union Square Park in 2016. The event has raised more than \$5.7 million over its 21 years.



SEPTEMBER

USP honored Jennifer Garvey-Blackwell (at left), departing Executive Producer/CEO of the Vineyard Theatre. Ms. Blackwell served on USP’s board through 20 seasons while at the famed off-Broadway theatre.



NOVEMBER

USP’s Union Square Holiday Kick-off offered holiday photos, live entertainment, and treats to celebrate the opening of Urbanspace’s Holiday Market.



DECEMBER

Board Chairs William Abramson + Lynne Brown honored USP’s Executive Director Jennifer Falk for 10 years of service to the Union Square community at the Annual Holiday Party celebrated at Union Fare.



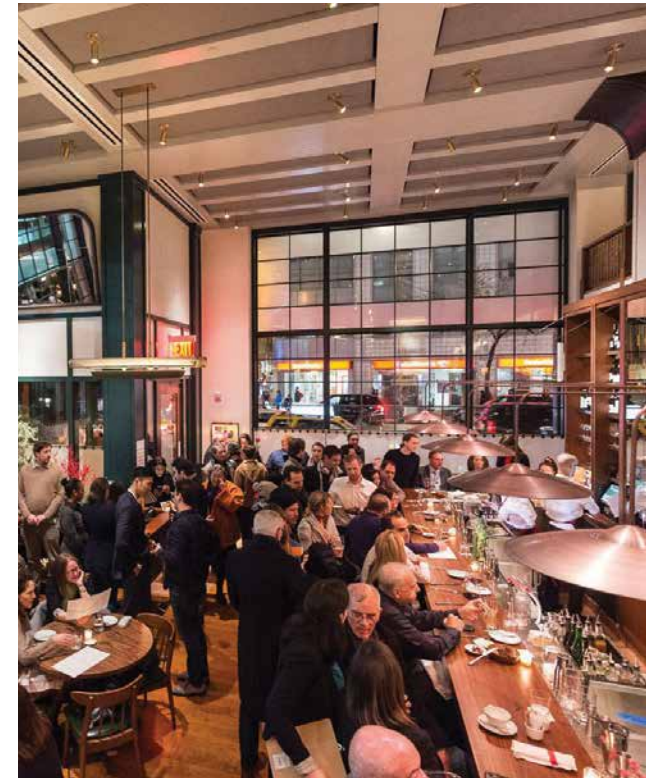
DECEMBER

USP Executive Director Jennifer Falk hosted NYC First Lady Chirlane McCray, Deputy Mayor for Strategic Policy Initiatives Richard Buery, and actor Denis O’Hare at the Pavilion to kick off NYC’s Mental Health Week of Action.



DECEMBER

GrowNYC, the organization behind NYC’s Greenmarkets, opened Project Farmhouse on East 13th Street. The new space creates community for all ages around a range of free and affordable workshops, exhibits, hands-on youth education, and special events.



DECEMBER

Union Square Cafe opened in their new home on Park Avenue South, just two blocks from the Union Square Greenmarket. The opening of the new space capped a year of positive change with more than 40 new businesses joining the Union Square community.

AUDITED FINANCIAL STATEMENTS



UNION SQUARE PARTNERSHIP DISTRICT MANAGEMENT ASSOCIATION, INC.

STATEMENT OF FINANCIAL POSITION

ASSETS	2015	2016
CASH + EQUIVALENTS	\$1,158,050	\$1,100,995
DUE FROM AFFILIATE	18,913	23,189
PREPAID + OTHER ASSETS	1,517	8,809
TOTAL	\$1,178,480	\$1,132,993

LIABILITIES/NET ASSETS

LIABILITIES	\$46,159	\$89,916
NET ASSETS-UNRESTRICTED	1,132,321	1,043,077
TOTAL	\$1,178,480	\$1,132,993

STATEMENTS OF ACTIVITIES (IN-KIND)

SUPPORT + REVENUE	2015	2016
CONTRIBUTIONS	\$2,000,000	\$2,000,000
GRANTS	42,600	52,438
OTHER REVENUES	19,117	14,576
TOTAL	\$2,061,717	\$2,067,014

EXPENSES

MARKETING + PROMOTIONAL	\$116,136	\$224,270
SAFETY	349,105	178,674
SANITATION	913,479	950,723
COMMUNITY IMPROVEMENTS	468,722	445,006
ADMINISTRATION	293,915	357,585
TOTAL	\$2,141,357	\$2,156,258
INCREASE/[DECREASE] IN NET ASSETS	[\$79,640]	[\$89,244]

SUMMARY OF FINANCIAL STATEMENTS DATED NOVEMBER 22, 2016 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	2015	2016
CASH + EQUIVALENTS	\$4,590,872	\$4,737,192
PREPAID + OTHER ASSETS	250	-
TOTAL	\$4,591,122	\$4,737,192

LIABILITIES/NET ASSETS

LIABILITIES	\$72,163	\$232,078
NET ASSETS-UNRESTRICTED	\$960,610	\$933,894
NET ASSETS-RESTRICTED	\$3,558,349	\$3,571,220
TOTAL	\$4,591,122	\$4,737,192

STATEMENTS OF ACTIVITIES (IN-KIND)

SUPPORT + REVENUE	2015	2016
CONTRIBUTIONS	\$496,780	\$604,058
GRANTS	22,600	32,438
OTHER REVENUES	53,242	64,348
TOTAL	\$572,622	\$700,844

EXPENSES

UNION SQUARE PARK MAINTENANCE	\$395,381	\$375,076
UNION SQUARE PARK RESTORATION	36,215	28,768
MARKETING + PROMOTIONAL	122,960	130,411
ADMINISTRATION	219,480	180,434
TOTAL	\$774,036	\$714,689
INCREASE/[DECREASE] IN NET ASSETS	[\$201,414]	[\$13,845]

SUMMARY OF FINANCIAL STATEMENTS DATED DECEMBER 14, 2016 PREPARED BY SKODY 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

UNION SQUARE PARTNERSHIP, DMA** OFFICERS OF THE BOARD

Co-Chair & President

Lynne P. Brown
New York University

Treasurer

Kenneth Salzman
Victoria Owners Corp.

Secretary

Alan McNamara
Barnes & Noble

BOARD OF DIRECTORS

Jordan Brackett
The 14th Street Y

David Brause
Brause Realty Inc.

William Bunce
W New York-Union Square

Lance Carlile
Vornado Realty Trust

Charles Conwell III
ABS Partners Real Estate

Brian S. Feil
The Feil Organization

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

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

Hon. Gale Brewer
Manhattan Borough President

Non-Voting Members

Terry Cude
Community Board 2

Jamie Rogers
Community Board 3

Vikki Barbero
Community Board 5

Richard Eggers
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 SPONSOR

Citi

ANNUAL MEETING SPONSOR

W New York-Union Square

PUBLIC ART INSTALLATIONS

NYC Department of Parks & Recreation

NYC Department of Transportation

"My Circle" by Beverly Pepper,
Marlborough Gallery

"Disorder 9 Uneven Angles" by Bernar Venet,
Paul Kasmin Gallery

"Morphous" by Lionel Smith,
Cynthia-Reeves Gallery

SUMMER IN THE SQUARE

14th Street Y

Art Farm

Arteasan Tea

Dental 365

Dylan's Candy Bar

Citi

City Parks Foundation

Con Edison

Crunch

CVS Health

Flushing Bank

Karma Kids Yoga

New York Health & Racquet Club

New York University

Paragon Sports

PJ Library

Pret A Manger

The Red Door

The New School

Zipcar

Simon & Schuster

Children's Publishing

PopFitKids

HARVEST IN THE SQUARE

ABS Partners

Arizona Beverages USA

ABNY

AT&T

B.R. Guest Hospitality

Barnes & Noble

Bear Dallis Associates

Bloomberg Philanthropies

Bromley Companies

Buchbinder & Warren

CBG Partners

Capalino + Company

Capital One Bank

Citi

City Harvest

Con Edison

Feil Family Foundation

Florian

Friedman Kaplan Seiler

& Adelman

Goshow Architects

GrowNYC's Greenmarkets

Hyatt Union Square New York

Mount Sinai Health System

New York City College of

Technology

CUNY Hospitality Management

New York University

Newmark Grubb Knight Frank

NYC Department of Parks &

Recreation

ORDA Management

Paragon Sports

Reading International

Related Companies

Rothman's New York

Starbright Floral Design

The New School

The Village Voice

Tishman Realty Corporation

Union Square Eye Care

Union Square Hospitality Group

Urbanspace

Vineyard Theatre

Vornado Realty Trust

W New York-Union Square

Whole Foods Market

Union Square

UNION SQUARE HOLIDAY KICK-OFF

Children's Museum of the Arts

Pret A Manger

Toll Brothers City Living

IT'S MY PARK! DAY

A. Bulfamante Landscaping

Breads Bakery

Chloe's Soft Serve Fruit Co.

GrowNYC

Lower East Side Ecology Center

Partnerships for Parks

ANNUAL HOLIDAY PARTY

Cava Grill

Florian

GrowNYC

Peet's Coffee

Starbright Floral Design

Strand Book Store

Union Fare

Union Square Laser

Dermatology

Urbanspace

Whole Foods Market

Union Square

GENERAL CONTRIBUTIONS

Capital One Bank

Jennifer Jackson

Lime Media Group

Mardi Gras Festival

Patricia Weisse

Anonymous

CONTRACTORS + VENDORS

4 Imprint

A Bulfamante Landscaping

A Plus Messenger Service

Ace Rental

AJ Images

American Express

AT&T

Atlas Party Rentals

Bear Dallis Associates

Betta Brands

Big Belly Solar

Big Onion Walking Tours

Broadway Party Rentals

CBG Partners

Classic Party Rentals

Claudio Papapietro

Community Media

Corporate Biznis

Crestline

CustomInk

Deborah Buyer Law

Delta Fountains

Digital Zone

DJ Commish

Ecological Landscape

Management

Electrical Illuminations

By Arnold

Eventa Design and

Production Group

Fermob USA

Fit Plus Love

Five Boro Banner & Sign

FLM Graphics Corporation

Go Daddy

GreeNow Productions

Glitter Tattoos NY

Guardian-Bethlehem

Haskell Brokerage

HMWhite

Interphase Electrical

Intersection Media

Imperial Bag & Paper

Kauff McGuire & Margolis

Kimberly Hewitt Photography

Liz Ligon Photography

LOG-ON Computer and

Mailing Services

MailChimp

Marino

Mr. John

Municipal Building Consultants

NYC Fire Department

New York State Insurance Fund

Norton Edwards

Oxford Health Plans

Pacific Irrigation

Pacific Lawn Sprinklers

Philadelphia Insurance

Companies

Prestone Media Group

Sentry Electric

Shade Systems

Shadowbox Design

Management

ShelterPoint Life Insurance

Skody Scot & Company

Sof Surfaces

Sottile Security Internationa

Staples Business Advantage

Starbright Floral Design

Streetplus

Steven Dubner Landscaping

Steven Jackson Photography

Tamis Corporation

The Michael Alan Group

The New School

Tower Cleaners

TransitCenter

Treble NYC

Tuuci

United City Ice

Urban Arborists

Victor Stanley

We Love Photoboosts

West Coast Lanyards

Western Pest Services

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
Hannah Swerdloff



Operations Coordinator
McLawrence Glynn



GIS Associate
Emily Minougou



Economic Development Associate
Charis Durrance



Marketing + Communications Associate
John Landzert



Clean Team Supervisors

- Mamdou Ndiaye
- Seydina Niass

Seasonal Park Gardener

- Nadya Gotlieb

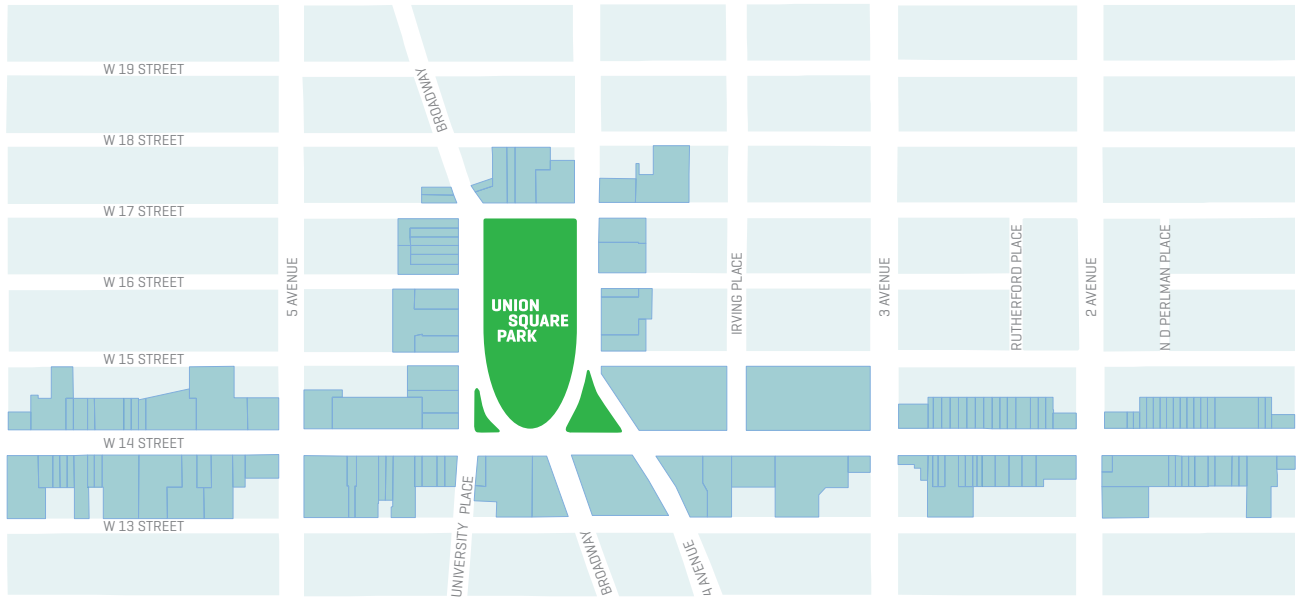
Playground Associate

- Daniel Myers

Union Square Clean Team

- Babacar Cisse
- Amadou Diallo
- Carlos Diaz
- Oumar Diof
- Ndongo Diongue
- Samba Diouf
- Cheihk Fall
- Mustapha Kabbala
- Hubert Kabore
- Mahamadane Lo
- Sad Miah
- Hamet Niang
- Serign Njie
- Augustin Reyes
- Modou Seck
- Baye Seringe Fall
- Louis Torres
- Bassirou Toure
- Mamdou 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.

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Cover Photo: South African artist Lionel Smit's sculpture, MORPHOUS, brought to Union Square Park in collaboration between the Union Square Partnership, the NYC Department of Parks & Recreation, and the Cynthia Reeves Gallery.

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4 IRVING PLACE, ROOM 751
NEW YORK, NY 10003
TEL 212 460 1200
INFO@UNIONSQUARENYC.ORG

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