Hudson Square Connection
Annual Report
2017
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<td>25</td>
</tr>
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</table>

@intentmedia said:

“If you’re in search of the best places to work in NYC, you should start by exploring the #HudsonSquare area!”
Welcome to Hudson Square

Hudson Square Connection
Annual Report 2017

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When we began the Hudson Square Business Improvement District (BID) in 2009, no one quite knew what to make of the former Printing District: somewhere west of Soho, and south of the Village, with its half-full loft buildings and rush hour streets packed with cars bound for the Holland Tunnel, the area lacked an identity of its own. Eight years later, two rezonings, 250 trees, dozens of creative industries and boundless energy have put Hudson Square on the map. In this, our eighth Annual Report covering the fiscal year July 1, 2016–June 30, 2017, you will see how the Hudson Square BID has made an impact on the evolution of this authentic, lower west side neighborhood.

At the heart of what we do is our commitment to make Hudson Square a place for people—not just cars and trucks. This commitment is demonstrated through our signature programs including our Pedestrian Traffic Managers who help steer pedestrians through evening rush hour traffic along Varick Street. This year, we extended the program to five days a week and even sent a few of Santa’s elves out to assist during the holidays.

We also continue to invest in the public realm. Through our $27 million public private partnership with the City, Hudson Square is Now, we broke ground with the Parks Department on the new Spring Street Park at the corner of Spring Street and Avenue of the Americas. The Park will be open to the public in the summer of 2018. In the meantime, students at the adjacent Chelsea High School’s CTE program have been working with mentors from Hudson Square agencies to adorn the fences with creative expressions of what our neighborhood means to them. So even before it opens, the Park belongs to our community.

We also kicked off another initiative at Hudson Square is Now, partnering with the City’s Economic Development Corporation and Department of Transportation on the preliminary design for an improved boulevard with a protected bike lane and green infrastructure, with lots of additional outdoor seating along Hudson Street. We have been gathering stakeholder input and will continue to do so as we begin final design and construction in the winter of 2018.

Because this is a largely commercial neighborhood, many of the conventional sources of data about the population aren’t readily available. So we’ve made a point of going out on our own and finding out as much as we can about the people who are here. This past year, we conducted an extensive demographic study of the neighborhood. The information gave us a clearer picture of our workforce so that we can more accurately target our programs and services to their needs. Not surprisingly, Hudson Square is full of young, educated, thought leaders who are redefining the way we work, play and think about the world. Our job is to provide the neighborhood canvas where all that can happen.

In addition, we’re proposing to expand our borders in a way that makes sense: currently our borders largely reflect the Hudson Square Special District zoning district designation but exclude what people think of as the neighborhood, making for some awkward borders. So we’re proposing to extend our borders more logically particularly to the west, southwest and to the north. Information is available at http://expansion.hudsonsquarebid.org, in this report and by means of the months’ long outreach we’ve been conducting through mailings, social media, informal get-togethers and public meetings. It’s been great to get to know our neighbors and we look forward to starting the formal legislative approval process for the expansion in 2018.

It’s hard to believe that eight years ago, when people thought of our area, all that came to mind was the Holland Tunnel. With the help of our Board, Task Forces, Community Board 2, partnership with the City of New York and most of all because of the creative businesses that give the place its unique vibe, Hudson Square is realizing its potential—while retaining its special charm.

Hudson Square today is a place where people want to be. We hope as you read this annual report, you’ll understand why.

Sincerely,

Liz Neumark  Ellen Baer
Chair   President + CEO
Hudson Square is greener
After three years of planning and community outreach, we have begun construction on our new park—Spring Street Park. Overlooked for decades, the space on Sixth Avenue between Spring and Broome Streets will connect Hudson Square to surrounding neighborhoods. A public-private partnership between the BID and the City of New York, the park’s graphic design evokes our Printing District past while green infrastructure, unique lighting features and social seating point the way to our sustainable future. You can see the progress every day.

Some milestones include:

**March:** Site closed down for construction.

**April:** Park Groundbreaking.*

**May:** Contractors temporarily relocated Statue of Uruguay’s General Artigas and monument base for cleaning, restoration and storage.

**June:** Contractors completed all of the demolition and loud disruptive work.

**July:** Community art project along the park’s fence in collaboration with Chelsea Vocational High School (adjacent to the Park) and Hudson Square’s own Edelman.

**August:** We began pouring concrete.

**Now:** Construction is well underway and the park is expected to open by summer 2018!

*Thank you to our Board members Liz Neumark and Phil Mouquinho as well as others present including Council Member Corey Johnson, Manhattan Borough President Gale Brewer, New York State Senator Brad Hoylman, New York City Parks Department Commissioner Mitchell Silver and Department of Transportation Manhattan Borough Commissioner Luis Sanchez.
It’s already been four years since we started planting and retrofitting our 250 Hudson Square Standard trees and the urban environment can be bruising. In our ongoing efforts to keep our trees healthy, we continue to nurture our younger trees with supplemental watering and liquid fertilizer.

The Connection is responsible for maintaining all the improvements we make to public spaces. And as the neighborhood’s liaison to City agencies, the Connection also keeps an eye on general conditions in Hudson Square. Our 2017 maintenance reports totaled 77 items, including:

- **23** Addressed by the Hudson Square Connection directly
  - Charging Stations
  - Catch Basins
  - Planters
  - City Benches
  - Tree Guards
  - Damaged Sidewalks

- **16** Addressed by the Hudson Square Connection in partnership with the City

- **38** Reported to City Agencies

@rearunsnyc said:

“I love that the #hudsonsquare neighborhood is getting greener. I experience exercise induced asthma and have to puff an inhaler before every run. I work in Hudson Square and run home to Brooklyn several times per week, and I am so happy to know that the 250 trees that got planted are helping people breathe better!”

#hsq250trees #tcsnycmarathon #runner #fromwhereirun #marathontraining #runcommute #nycrunning #treehugger #summerrunning”
In May, Freeman Plaza East welcomed the installation of a world-renowned public sculpture, Isamu Noguchi’s *Octetra*. The Hudson Square Connection held a special community celebration in honor of the new art and open space activation. Local retailers Local & Vine, Manhattan Mini Storage, Deborah Miller Catering, Katchkie Farms and Juice Press provided free refreshments while live guitar music complemented the celebratory atmosphere. The entire Hudson Square community expresses its gratitude to the Minskoff family for their donation of *Octetra* now on permanent loan at its new home in Freeman Plaza East.

According to our new Eco-Counters™ installed in June, Freeman Plaza East had over 14,000 visitors during the summer months. And they said no one would go to a park near the tunnel...

@djrmooore said:
“Little bit of nature in a concrete jungle #NYC #officeviews #soho #tribeca #horizonation #horizonmedia #HudsonSquare #HSQart”

This year’s Live@Lunch in Freeman Plaza West.
In 2017, we reached an agreement with the NYC Economic Development Corporation and NYC Department of Transportation to initiate our Hudson Street project. This project, a cornerstone of our $27 million streetscape plan *Hudson Square is Now*, will transform Hudson Street into a grand boulevard with a protected bike lane, green infrastructure, lush plantings and social seating. We’ve spent this year gathering lots of input from community stakeholders and we hope to enter final design early next year.
Hudson Square is coming together
Central to the Hudson Square Connection’s mission is to create and maintain a communal vibe that bolsters the work of Hudson Square’s tenants. Our team building activities create bonds between coworkers and connect employees to the neighborhood. Whether it is networking with fellow Instagram enthusiasts or weaving yarn with coworkers, Hudson Square is coming together!

Our annual daffodil planting event helped brighten up our neighborhood and bring together 68 local volunteers.

Our team building activity in Freeman Plaza West, Yarnscape, transformed the fence adjacent to the tunnel and brought together 14 different Hudson Square companies. A big thank you to local yarn business, Purl Soho, for their partnership.
Our network of Affinity Groups works to cultivate a connection among the various creative companies that call Hudson Square home. Our programs provide a platform for professionals to connect with locals in their fields and learn something new. In 2017 these events included our annual Human Resources Breakfast, a Social Media Happy Hour at neighborhood bar Local & Vine, a series of Lunch and Learns and a Property Managers Breakfast. These events give us a chance to learn from you, and more importantly, give you a chance to learn from each other.
The Connection’s efforts in bolstering community have extended to the virtual world. Our various social media campaigns on Instagram, Twitter, Facebook and LinkedIn establish the Connection as a hyper local source for all Hudson Square news.

FY17’s new campaigns include:

**#HSQ250Trees:**
@reawinter said: “Happy Friday! I’m continuing to celebrate #hsq250trees!! #breathingbetter thanks to @hudsonsquare #hudsonsquare #treehugger”

**New York Fashion Week Influencer Campaign:**
@hudsonsquare said: “Meet Nicole, the Phoenix-based style blogger behind @toogoldstreet. She partnered with us to give us a behind-the-scenes glimpse of what it’s like to attend NYFW in #HudsonSquare. Stay tuned for more of her images throughout the day.”

**Frequent giveaways:**
@hudsonsquare said: “This month’s giveaway begins NOW. Share a photo of what this neighborhood means to you (your desk, the view from your office, your favorite lunch spot, etc.) with the hashtag #MyHudsonSquare. Every post is an entry. *Profile must be public and must be following @hudsonsquare to win. Contest ends at 9/18/17 at 11:59am. Official rules and regulations can be found on our website.”

#HudsonSquareiscomingtogether
At the Connection we act as community liaisons in support of local business, and do so through a variety of partnerships and informational support.

- **Through the Citywide Event Coordination and Management Program**, we periodically update local businesses about street events that may affect their daily operations.

- **As DDC began water main work in the streets of Hudson Square**, the Connection became the conduit for information and regularly updated businesses during the process.
Hudson Square is coming together

Holidays in Hudson Square

Since 2012, we have illuminated Hudson Square with custom light pole decorations to brighten our neighborhood during the cold wintery nights. In 2017, the Connection expanded our signature holiday lights with decorations in Freeman Plaza. The sparkly custom lights brightened the streets and provided a festive environment during the holidays.

While the holiday decorations provided light, Santa’s little helpers came out to make crossing Varick Street a little less gloomy during the holiday season. Our singing and dancing elves handed out candy canes and called attention to the great work of our Pedestrian Traffic Managers who work year round to make Hudson Square safe for pedestrians. Our quirky elves even danced Hudson Square onto the front page of the New York Times!
Hudson Square is a place for people
Hudson Square is a place for people

Neighborhood Demographics Profile

The Hudson Square Connection strives to continue learning about our neighborhood and its people. Our 2017 Demographics Data report provides insight into Hudson Square’s population and helps us as an organization better serve their needs:

60,000+
Daytime population

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office workers</td>
<td>67%</td>
</tr>
<tr>
<td>Daily visitors</td>
<td>13%</td>
</tr>
<tr>
<td>Students</td>
<td>7%</td>
</tr>
<tr>
<td>Residents</td>
<td>5%</td>
</tr>
<tr>
<td>Hotel guests</td>
<td>4%</td>
</tr>
<tr>
<td>Service workers</td>
<td>4%</td>
</tr>
</tbody>
</table>

Our typical office worker is: Young, well educated and works in a creative field.

Consumer behavior driven by: value, convenience and experience.

70% take 30 minute lunch breaks or less

90% buy from grab and go.

Quality and price were voted as top consumer priorities.
In response to our data driven approach, in 2017, the Connection began an integration of all our organization’s data into one, comprehensive content management platform. Salesforce will help improve the management and reporting of our services in the District. The platform will also help streamline our operations and facilitate data sharing across different program areas.

Hudson Square is a place for people

Database Management

Salesforce allows us to keep an eye on things such as:

- Trees
- Office Tenants
- Ground Floor Retail
- Benches
- Upgrades (DDC)
- LinkNYC
- Trash Cans
- Catch Basins

Image credit: @mark_turibius
This year, the Connection hired Sam Schwartz Engineering to survey and evaluate our Pedestrian Traffic Managers (PTM) program. The study compared and evaluated the traffic and safety conditions on Varick Street with and without the deployment of our PTMs.

**With the Pedestrian Traffic Management Program:**

- **-45%**
  Blocked intersections and crosswalks decreased by 45%

- **-36%**
  Horn honks decreased by 36%

**3 → 5 days**

In 2017, we expanded the program from 3 to 5 days to continuously ensure the safety of our pedestrians.

**Overall pedestrian safety improved**

@themikeolsen said:  
“Surprised/ashamed by how much I just depended on the adult crossing guards of Varick St. #theydofinework”

@belleoflonglake said:  
“@HudsonSquareNYC traffic monitors on Varick have an uphill battle to keep drivers in line, but they still try to help peds.”
Hudson Square is a place for people

**New to Hudson Square**

*As a hub for creativity,* Hudson Square continues to attract new, innovative retail and companies.

Hudson Square became the new home to **Chalait**, serving a signature line of matcha green tea, coffee and light eats. Last summer, **Smorg Square**, produced by the folks at Smorgasburg, opened at 76 Varick Street. Smorg Square features 20 vendors and a multitude of food offerings.

**2017’s big leases include:**
- **Mac Cosmetics** leased 86,000 square ft. at 233 Spring/161 AoA.
- **Glossier** leased 26,000 square ft. at 233 Spring/161 AoA.
- **Bed, Bath & Beyond** signed two leases in Hudson Square totaling 79,354 square ft.; 27,778 square ft. at 250 Hudson for a new state of the art design studio and 5,576 square ft. at 315 Hudson for its home décor subsidiary One Kings Lane.

@smorgasburg said:
“99.9% there. We’re pumped! Who’s joining us for opening weekend of Smorg Square? #smorgsquare”

photo credit: @lilmisszooey

@chalaitnyc said:
“We’re ready Thursday 25th!!
Chalait Hudson Square
(299 West Houston between Hudson and Greenwich).”

20 Hudson Square is a place for people
While residents make up a small portion of our current daytime population, recent rezonings of the neighborhood have created a pipeline of developments that are planned, under construction or recently completed. These projects, plus others still on the drawing board, are ultimately expected to bring up to 10,000 residents to the neighborhood. By the end of 2018, we anticipate over 800 new residents.
Hudson Square is expanding
Hudson Square is expanding

BID Expansion

In 2017, the Hudson Square Connection announced plans for our proposed BID expansion and began community outreach efforts to engage local businesses, residents and property owners. As the neighborhood has evolved, traffic management and streetscape design challenges continue to impact areas of Hudson Square that fall just outside the Connection’s jurisdiction. In response to the growing needs of the community at large, we set out to expand the BID’s boundaries to make them more reflective of the physical, social, and economic boundaries of the actual neighborhood.

Our planning and outreach efforts included:

- mailings
- online survey
- community meetings
- door to door engagement

Based on feedback from our outreach, our Expansion Steering Committee put forth a plan to add approximately 10 blocks of primarily commercial property in order to extend the Connection’s signature services comprehensively, throughout the neighborhood. This plan, if approved by a critical mass of community stakeholders and authorized by the City Council, will knit together all of Hudson Square and strengthen the Connection’s approach to achieving the following goals:

- **Creation** of an environmentally, economically, and socially sustainable 24/7 neighborhood
- **Preservation and enhancement** of retail and neighborhood character
- **Mitigation** of the physical and psychological impact of regional traffic
- **Unlocking** the value of Hudson River Park
Hudson Square is expanding

BID Expansion

Key

- Current BID boundaries
- Proposed expansion area
Launched in July 2009, the Hudson Square Connection is completing the neighborhood’s transformation into a major creative hub that is home to more than 40,000 people working in advertising, design, media, communications, technology and other creative businesses. With students, hotel guests and residents old and new, our daytime population is now over 60,000.

Our district is generally bounded by West Houston Street on the north, Canal Street on the south, Sixth Avenue on the east and Greenwich Street on the west. For exact boundaries of our district, please visit our website HudsonSquareBID.com.

Incorporated as a 501c3, not-for-profit organization, our formal name is the Hudson Square District Management Association, but we do business as the Hudson Square Connection. The district we manage is a business improvement district (BID), one of 75 such organizations around the city. Our signature programs include our Pedestrian Traffic Managers, the award-winning Hudson Square Standard—considered the platinum standard in urban forestry and our nationally recognized streetscape program Hudson Square is Now, a public-private partnership with the City of New York. Our goal is to foster a socially, culturally and environmentally sustainable community that captures the spirit and innovation thriving in the commercial spaces and bring that energy into the public realm.

The Connection was unanimously approved as the 63rd BID in New York City by the City Council on January 28, 2009. The BID is funded primarily through the payment of an annual assessment on commercial property, with an annual budget of $2.5 million. The NYC Department of Finance disburses these funds to the BID through a contract with the Department of Small Business Services. In part, we measure the returns on this investment by the success of our businesses and the comfort and pride our workers take in this exciting community.
One of the best features of Hudson Square is its easy access to transportation.

Key
- Bicycle Lane
- M21 M5 X Bus Stop
- PATH Train
- Subway Stop
- Citi Bike Station
- Access-A-Ride
## Statement of Financial Position

<table>
<thead>
<tr>
<th>Assets</th>
<th>2017 (Unaudited)</th>
<th>2016 (Audited)</th>
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</thead>
<tbody>
<tr>
<td>Cash + Cash Equivalents</td>
<td>$3,205,490</td>
<td>$2,756,808</td>
</tr>
<tr>
<td>Certificates of Deposit</td>
<td>$</td>
<td>$150,851</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>$27</td>
<td>$30,161</td>
</tr>
<tr>
<td>Property + Equipment, Net</td>
<td>$139,999</td>
<td>$153,821</td>
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<tr>
<td>Prepaid + Other Assets</td>
<td>$3,033</td>
<td>$8,711</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$3,348,549</strong></td>
<td><strong>3,100,352</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Liabilities/Net Assets</th>
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<th></th>
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<tbody>
<tr>
<td>Liabilities</td>
<td>$3,221,007</td>
<td>$1,841,740</td>
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<tr>
<td>Net Assets</td>
<td>$127,542</td>
<td>$1,258,612</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$3,348,549</strong></td>
<td><strong>3,100,352</strong></td>
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</table>

## Statement of Activities

<table>
<thead>
<tr>
<th>Support and Revenues</th>
<th>2017 (Unaudited)</th>
<th>2016 (Audited)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Revenue</td>
<td>$2,500,000</td>
<td>$2,500,000</td>
</tr>
<tr>
<td>Program Service Revenue</td>
<td>$6,250</td>
<td>$260</td>
</tr>
<tr>
<td>Contributions</td>
<td></td>
<td>10,000</td>
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<tr>
<td>Government Grants</td>
<td>$352,829</td>
<td>$208,923</td>
</tr>
<tr>
<td>Interest + Other Income</td>
<td>$12,789</td>
<td>$11,568</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$2,871,868</strong></td>
<td><strong>2,730,751</strong></td>
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<table>
<thead>
<tr>
<th>Expenses</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic + Streetscape</td>
<td>$431,041</td>
<td>$737,187</td>
</tr>
<tr>
<td>Marketing + Econ Development</td>
<td>$668,842</td>
<td>$512,196</td>
</tr>
<tr>
<td>Public Realm Operations</td>
<td>$472,392</td>
<td>$268,276</td>
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<tr>
<td>Public Realm Improvements</td>
<td>$2,049,696</td>
<td>$1,481,000</td>
</tr>
<tr>
<td>Administration</td>
<td>$380,967</td>
<td>$355,171</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$4,002,938</strong></td>
<td><strong>3,353,830</strong></td>
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<table>
<thead>
<tr>
<th>Increase/(Decrease) in Net Assets</th>
<th>2017 (Unaudited)</th>
<th>2016 (Audited)</th>
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</thead>
<tbody>
<tr>
<td><strong>Increase</strong></td>
<td>$(1,131,070)</td>
<td>$(623,079)</td>
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</table>

## Membership Rolls

Members as of June 30, 2017: 103*

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*An up-to-date copy of the membership rolls is available to all members upon request.

Audited Financials, prepared by Skody Scot & Company CPAs PC, are available upon request.
# Fiscal Year 2018 Budget

<table>
<thead>
<tr>
<th>Programs</th>
<th>Administration</th>
<th>Marketing + Economic Development</th>
<th>Traffic + Streetscape</th>
<th>Public Realm Operations</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$2,524,000</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$2,524,000</td>
</tr>
</tbody>
</table>

## Revenues

1. **BID Assessment**
   - $2,500,000
2. **Interest Revenue**
   - $12,000
3. **Class F Management Fee**
   - $12,000
4. **Total**
   - $2,524,000

## Expenses

### Program Expenses

1. **Contract Services**
   - $1,188,000
2. **Management + General**
   - $899,000
3. **Purchases + Other Expenses**
   - $384,000
4. **Total**
   - $2,471,000

### Capital Project Expenses

1. **Contract Services**
   - $1,520,000
2. **Streetscape Plan Private Contribution**
   - $6,000,000
3. **Total**
   - $7,520,000

## Budget Summary

1. **Program/Operating Expenses**
   - $2,471,000
2. **Capital Project Expenses**
   - $7,520,000
3. **Operating Reserve Contributions**
   - $32,000
4. **Fixed Assets**
   - $173,000
5. **Total**
   - $10,196,000

## Funding Summary

1. **Revenues**
   - $2,524,000
2. **FY17 Carry Over**
   - $152,000
3. **Multi-draw Term Loan Facility Proceeds**
   - $6,730,000
4. **Capital Reserve Draws**
   - $791,000
5. **Total**
   - $10,197,000

---

1. Assessment revenue is allocated proportionally across programs based on size of program budget.
About the Connection

Fiscal Year 2018 Budget

Fiscal Year 2018 Operating Budget

- 30% Traffic + Streetscape
- 27% Marketing + Economic Development
- 27% Public Realm Operations
- 16% Administration

Fiscal Year 2018 Capital Budget

- 80% Hudson Street
- 10% Districtwide Improvements
- 10% Spring Street Park
## About the Connection

### Board + Staff

#### Staff

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ellen Baer</td>
<td>President + CEO</td>
</tr>
<tr>
<td>Suzy Changar</td>
<td>Vice President, Communications + Marketing</td>
</tr>
<tr>
<td>Helena Goodman</td>
<td>Marketing Assistant</td>
</tr>
<tr>
<td>Corey Kunz</td>
<td>Director of Management + Operations</td>
</tr>
<tr>
<td>Jacob McNally</td>
<td>Senior Project Manager</td>
</tr>
<tr>
<td>Michael Portegies-Zwart</td>
<td>Senior Program Associate, Management + Operations</td>
</tr>
<tr>
<td>Kayla Watkins</td>
<td>Community Moderator</td>
</tr>
</tbody>
</table>

#### Elected Officials*

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Honorable Bill de Blasio</td>
<td>Mayor of New York City</td>
</tr>
<tr>
<td>The Honorable Gale A. Brewer</td>
<td>Manhattan Borough President</td>
</tr>
<tr>
<td>The Honorable Scott M. Stringer</td>
<td>Comptroller of New York City</td>
</tr>
<tr>
<td>The Honorable Corey Johnson</td>
<td>New York City Council Member (District 3)</td>
</tr>
</tbody>
</table>

#### Board of Directors

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liz Neumark</td>
<td>Chair, Great Performances</td>
</tr>
<tr>
<td>Jeffrey Sussman</td>
<td>Vice Chair, Edward J. Minskoff Equities, Inc.</td>
</tr>
<tr>
<td>Michele Rusnak</td>
<td>Treasurer, New York Public Radio</td>
</tr>
<tr>
<td>Steve Marvin</td>
<td>Secretary, Olmstead Properties</td>
</tr>
<tr>
<td>David Adler</td>
<td>Resident</td>
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<tr>
<td>Anthony Borelli</td>
<td>Edison Properties</td>
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<td>Mary Corcoran</td>
<td>Edelman</td>
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<tr>
<td>Tommy Craig</td>
<td>Hines</td>
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<tr>
<td>Terri Cude</td>
<td>Community Board 2</td>
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<tr>
<td>Amanda Gluck</td>
<td>Stellar Management</td>
</tr>
<tr>
<td>Mindy Goodfriend</td>
<td>Connection Partners LLC</td>
</tr>
<tr>
<td>Brett Greenberg</td>
<td>Jack Resnick + Sons</td>
</tr>
</tbody>
</table>

#### Board Members

- Meredith Jenkins: Trinity Real Estate
- Patricia Klecanda: New York Genome Center
- Andrew Lynn: Port Authority of New York & New Jersey
- John Maltz: Greiner-Maltz
- Phil Mouquinho: PJ Charlton Restaurant
- Kate Swann: Blue State Digital
- Donna Vogel: GFP Real Estate LLC
- Kim Whitener: HERE Arts Center
- David Wright: Tishman Speyer

*Elected officials are part of our Board.
Special Thanks

Broome Street Academy/
The Door
Chelsea Career
& Technical High School
Concentric Health Experience
Deborah Miller Catering
Doremus
Edelman
Financial Times
Galvanize
Great Performances
The Greene Space
Hines
Horizon Media
InDemand
Juice Press
Katchkie Farm
Local & Vine
Manhattan Mini Storage
Medidata
The Mill
Julie & Edward Minskoff
Momentum
MSL Group
MultiVu
New York Genome Center
New York Public Radio
NYC iSchool
Nordenson
Open
OTC Markets
Port Authority of New York
& New Jersey
Purl Soho
Sachs Insight
Springer Nature
Stellar Management
Tony Dapolito Center
Trinity Real Estate
TripAdvisor
Vendome Group
WebMD
Workman Publishing
United Entertainment Group
Viacom Entertainment Group
Hudson Square Connection

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