In this, our second annual report, we are proud to celebrate a number of accomplishments that have enhanced the visibility of Hudson Square as a neighborhood and of the Hudson Square Connection as the area’s Business Improvement District. Building on the relationships we developed in our first year in existence, we have begun to produce tangible results for our community.

During our second fiscal year, spanning the period from July 1st, 2010 through June 30th, 2011, we made great strides in achieving our mission to improve local traffic congestion, beautify and enliven the streets, and reinforce a socially, culturally and environmentally connected community. We have begun our long term planning with the guidance of a fabulous team led by Mathews Nielsen landscape architects. We are continuing to get lots of input from many people in the BID and will be unveiling the plan next year.

We have also begun to implement short term programs and physical improvements to make Hudson Square a more pedestrian-friendly place. New signage, street markings and signal changes have made the simple act of getting across the street at rush hour a lot easier! And we’ve gotten rave reviews on our pilot program to test the effectiveness of Pedestrian Traffic Managers stationed along Varick Street.

We’re making economic connections, too. We’ve created the ‘Connection Card’ to encourage our neighborhood to buy local – benefitting both Hudson Square workers and retailers with special offers and discounts. With a daytime population of 50,000 people, Hudson Square is attracting new and diverse retailers who are making the work day a little easier and a little more fun.

So the seeds we planted in our first year are beginning to bear fruit. There’s more to be done and we’re excited to watch Hudson Square’s evolution into the epicenter of the City’s innovation economy. We thank the property owners and businesses, elected officials, City agency staff and Community Board 2 for their gracious support in helping us to get started.

The future is here in this authentically New York neighborhood. We look forward to coming together to work, play and connect in Hudson Square.

Sincerely,

Laura Walker
Chair

Ellen Baer
President
In Hudson Square people feel connected to their environment and to each other. Creativity flows throughout our commercial buildings and innovation can be found at every turn. Employees here thrive on working in the fast lane, yet appreciate Hudson Square’s relaxed, small-town-feel. It is this unique neighborhood vibe that makes Hudson Square a place where people love to work.
NEW RETAIL

In addition, Hudson Square experienced a surge in ground floor retail in the last year with a substantial decrease in vacant retail space. Retail vacancies have plummeted 33% since December 2010. And during Fall of 2011, we can expect an even greater influx of retailers with places like Pret-a-Manger and a new Citibank branch moving into the district!

NEW MOVES

NEW TENANTS IN HUDSON SQUARE

Hudson Square, a sub market of what the real estate industry calls “Midtown South,” consists of over 8 million square feet of office space. The open floor plans of the buildings combined with the creative companies who call Hudson Square home, continue to be a magnet for innovative new tenants. E-tailers like Rent The Runway and Buy With Me, design house 3.1 Philip Lim, marketing and lifestyle firms such as Sopexa and Wunderlich, Inc. moved into Hudson Square this past year, while others such as Getty Images, Edelman and Penguin Young Readers continued their commitment to the neighborhood with lease renewals and expansions.

• 66 new tenants to Hudson Square
• 75 total transactions (including sublets, new tenants and renewals)
• 822,158 total square feet of transactions
• 1.1% drop in vacancy rate

NEW RETAIL

In addition, Hudson Square experienced a surge in ground floor retail in the last year with a substantial decrease in vacant retail space. Retail vacancies have plummeted 33% since December 2010. And during Fall of 2011, we can expect an even greater influx of retailers with places like Pret-a-Manger and a new Citibank branch moving into the district!
## GROUND FLOOR RETAIL

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bars / Clubs</td>
<td>11%</td>
</tr>
<tr>
<td>Delis &amp; Fast Food</td>
<td>18%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>23%</td>
</tr>
<tr>
<td>Shops &amp; Amenities</td>
<td>48%</td>
</tr>
</tbody>
</table>

**Source:** Fieldwork & Hudson Square Database

## SHOPS/AMENITIES

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Related</td>
<td>58%</td>
</tr>
<tr>
<td>Furniture</td>
<td>15%</td>
</tr>
<tr>
<td>Clothing</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Source:** Fieldwork & Hudson Square Database
INDUSTRY SNAPSHOT

Hudson Square is home to a vibrant creative community of over 30,000 workers, augmented every day by thousands of hotel guests, students and faculty at four accredited universities, and visitors to cultural institutions like the HERE Arts Center and Jazz Gallery.

DAYTIME POPULATION

We did an estimate this past year and found Hudson Square has a daytime population of close to 50,000 people.
Hudson Square’s creative vibe keeps buzzing past the end of the workday. We like to say that Hudson Square is an authentically New York neighborhood – and for those of us who live it daily – you know what that means. Hudson Square is a place where people Eat & Drink, Play & Think, 24/7.
In FY 2011, the Connection hosted events that brought people together to exchange ideas, share creativity, and connect with the outdoor environment. Our Green Team Breakfast served as a brainstorming workshop on how to best foster sustainability in the workplace. Our Open House was an opportunity for Hudson Square Companies to meet each other and create partnerships. Our Second Annual Earth Day Volunteer Event gave local workers ownership over Hudson Square’s greenscape as they rolled up their sleeves and cleaned up trees in one of the neighborhood’s public spaces—we even made it on WABC Chanel 7!

In summary, throughout FY 2011 the Connection:

• Hosted five events, bringing together more than 300 people
• Connected over 200 companies with each other at various networking events

“It was great to sit around the table with neighbors and fellow green ‘enthusiasts’ to share ideas and best practices. I look forward to future opportunities to generate new ideas and come together as a community.

—Kelleigh Dulany, VP Corporate Responsibility, Comedy Central
“The Connection Card program has helped us connect with customers. We began handing out cards to frequent customers. They continue to come back daily because they like the lunch discount.”

–Deb Miller, Owner, Deb’s

**CONNECTION CARD**

In March of 2010, the Connection held its first Human Resources breakfast with more than 40 professionals who have their fingers on the pulse of Hudson Square. We wanted to learn what was important to the people who work here, and how we could enhance their workdays. Of the many innovative ideas discussed, one in particular was met with great enthusiasm by the group: a “buy local” program, benefitting both local workers and retailers with special offers and discounts. And so the Connection Card was born. The program has been embraced by retailers and consumers alike, and continues to grow as we add new retailers and meet the almost daily demand for cards from Hudson Square consumers.

Quick Facts on the Connection Card Program:

- Launched December 1, 2010
- Over 7,500 cards distributed to Hudson Square employees
- 24 participating retailers/etators
- 2,400 “Connection Card” pageviews in the first six months
- Bi-monthly eblasts reaching some 8,000 Hudson Square workers

“My colleagues and I are proud users of the Hudson Square Connection Card; it’s a great incentive to patronize businesses in our neighborhood.”

–Lisbeth Mark, Jeanne Collins & Associates, LLC.
“A neighborhood increasingly housing innovative media and design firms and downtown residents.”

Hudson Square Revamp Aims to Increase Foot Traffic, Retail Activity

“The Real Deal, 11/22/10

“[Hudson Square] is becoming a real neighborhood and beginning to define itself.”

Downtown Express, 9/22/10

Hudson Square Pushes To Reclaim Pedestrian Space

The Architects Newspaper Blog, 11/22/10

“Hudson Square in lower Manhattan has come a long way in recent years.”

Crain’s New York Business, 11/28/10

Hudson Square Taps High-Powered Makeover Team

Crain’s New York Business, 11/19/10

“The neighborhood has truly arrived.”

The Villager, 8/5/10

“Hudson Square has been a hot area for development.”

New York Observer, 4/15/11

Discovering Hudson Square: What’s Your Favorite Lunch Spot In Hudson Square?

“Hudson Square is clearly a Manhattan neighborhood to watch.”

Downtown Express, 9/22/10

New Construction Manhattan, 11/19/10
Once a gritty industrial neighborhood, Hudson Square is now a center for creative industries. Surrounded by world famous shopping and residential areas, Hudson Square is the heart of the Lower West Side. The Hudson Square Connection is transforming public spaces into greener and more walkable places so that the public realm can catch up with the new reality that is Hudson Square.
TRAFFIC

PEDESTRIAN SAFETY IMPROVEMENTS
Last summer, we finalized our interim traffic management report. Our early recommendations focused on short-term pedestrian safety improvements at intersections along Varick Street. We worked with Community Board 2 and New York City Department of Transportation (DOT) on a variety of changes, including:

• New signage
• New stripings and markings
• High visibility cross walks
• Changing signal settings
• Countdown signals at Spring Street
• Installing a new cross walk at Watts Street

As of this summer all our early recommendations have been implemented. Combined, these measures have improved the pedestrian experience in Hudson Square. A full presentation of all improvements that have been made can be found on our website.

STREETSCAPE

STREETSCAPE IMPROVEMENT PLAN IN THE MAKING
We issued a request for proposals in July 2010 for the development of a comprehensive streetscape improvement plan for the Hudson Square neighborhood. In November 2010, after an extensive review and selection process, the Hudson Square Connection selected a team led by Mathews Nielsen Landscape Architects to design streetscape improvements and transform the district’s public realm into a socially, economically and environmentally sustainable space.

The selected team consists of:
• Mathews Nielsen Landscape Architects – Landscape architecture
• Rogers Marvel Architects – Urban design
• Billings Jackson Design – Industrial design
• ARUP – Transportation planning and lighting design
• Open – Graphic design
• Mercator Land Surveying—Land surveying
• VJ Associates – Cost estimating

In January we kicked off the planning and design process with a meeting for members of the Hudson Square Connection Traffic & Streetscape Task Forces. Then, over the spring and summer, the Hudson Square Connection hosted community stakeholder meetings to get input on the plan. The community stakeholder meetings presentations are available on our website.

Next, the team will finalize the design framework and vocabulary, and develop an implementation strategy. This year we will hold more Task Force and community stakeholder meetings, followed by public presentations of the overall plan early next year.
PEDESTRIAN & TRAFFIC MANAGERS

HIT VARICK STREET

Ever try crossing Varick Street after work as you head to the subway? For 3-4 hours daily, cars headed to the Holland Tunnel crowd our streets, making it difficult to get around. With some 50,000 people a day coming and going from Hudson Square, the Connection is now giving pedestrians walking on some of the most traffic-congested streets in Manhattan a fighting chance!

As part of our ongoing effort to strike a balance between locals and Jersey-bound commuters, the Connection has hired Sam Schwartz Engineering’s Pedestrian & Traffic Managers (PTMs) for a six-month pilot. The PTMs will supplement City Traffic Enforcement Agents to ensure that our pedestrians have safe, open crosswalks on Varick Street.

Starting this past summer, the PTMs have been out on Varick keeping intersections and crosswalks clear for pedestrians and local through traffic. The pilot will help us figure out how the PTMs will best work for Hudson Square. One anticipated benefit is less honking!

“Their help a lot. It usually is a mess right here, but today it looks more organized.”

–Max, 75 Varick Street

PTM PILOT AT A GLANCE

What are the PTMs doing?
• Making our streets safer and easier to cross
• Preventing motorists from blocking the box
• Creating a better pedestrian experience
• Helping to reduce honking

When are the PTMs on the street?
• Wednesday – Friday
• 3:00 pm – 7:00 pm
• Six-month pilot to assess effectiveness

Where are the PTMs?
• Varick Street: Spring – Houston Streets

“Before [them], I stood for thirty minutes and couldn’t cross, because no one obeys the signals . . . I know people who do not go to Hudson, because of the cars on the street. I do not know how to cross [without them].”

–Rochelle, 250 Hudson Street
MEASURING THE RESULTS

Hiring PTMs is something no BID has ever done before, so we want to make sure the program works before we make a long term commitment. We did a ‘before’ study without the PTMs on the street to help manage pedestrians and traffic during the last week of June, Wednesday through Friday at Varick Street between Dominick and Clarkson/Carmine Streets during PM rush hours. The study will be repeated three months into the pilot.

We decided there are three indicators that will let us know if the program is working:

- Fewer blocked crosswalks
- Fewer blocked boxes
- Less honking!

We found that, on average during the ‘before’ study period, 75% of all crosswalks and intersections were blocked and every 65 seconds somebody honked.

We also found that conditions are particularly bad at certain locations and times of the day. Friday nights were the worst with the southern crosswalks blocked almost 100% of the time and most intersections blocked over 80% of the time. Fridays experienced the most honking, in particular the West Houston Street intersection which experienced honking every 11 seconds!

“They are great. They help us out. People blocking the box is terrible. Because the PTMs are at every corner, it helps us out down here.”

–Elvis and Angel, 246 Spring Street
In our efforts to – literally – put Hudson Square on the map, we counted many victories over the past year. In 2011, the New York City Department of City Planning added Hudson Square to its official New York City map, which serves as the baseline map used by many print and online cartographers, including Google, Yahoo and Navteq. In addition, Hudson Square is now a recognized neighborhood on NYCgo.com, the official tourism resource of New York City.

- **NYCgo.com** – Official Visitor Map 2011 – 600,000
- **DOITT** – with exact boundaries
- **Zagat.com**
  - Monthly Visitors (NYC) 2.6 million
  - Unique visitors (NYC) 1.2 million
  - Page views 10 million
- **NYC.com** Monthly Visitors – Over 2.5 Million
- **NearSay** 125,000 monthly readers

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**ACCESS**

Hudson Square is a transportation hub, with four subway lines, five bus routes, the Holland Tunnel, and the PATH commuter rail just a stone’s throw from almost any location in the district.

- **1**
  - West Houston St & Varick St
  - Canal St & Varick St

- **ACE**
  - 6th Ave & Canal St

- **CE**
  - 6th Ave & Spring St

- **PATH**
  - Hudson St & Christopher St*

- **M5**
  - 6th Ave (Northbound)

- **M20**
  - Varick St (Southbound)
  - Hudson St (Northbound)

- **M21**
  - West Houston St (Westbound)
  - Spring St (Eastbound)

- **X7 X9 X10 X27 X28**
  - West Houston St & Washington St

- **Parking**
  - 114–122 Varick St
  - 375 Hudson St
  - 561–565 Greenwich St

- **Parking**
  - 272–276 Spring St**

- **Central Parking**
  - 43 Dominick St

* 5 minute walk north of the district
** Includes bicycle parking
## FINANCIALS

**Statement of Financial Position**

<table>
<thead>
<tr>
<th>Assets</th>
<th>2011</th>
<th>2010</th>
<th>Liabilities/Net Assets</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$1,188,751</td>
<td>$774,021</td>
<td>Liabilities</td>
<td>$52,047</td>
<td>$33,348</td>
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<tr>
<td>Property and Equipment</td>
<td>49,524</td>
<td>56,232</td>
<td>Net Assets</td>
<td>1,191,380</td>
<td>803,426</td>
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<tr>
<td>Prepaid and Other Assets</td>
<td>5,152</td>
<td>6,521</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$1,243,427</td>
<td>$836,774</td>
<td><strong>Total</strong></td>
<td>$1,682,707</td>
<td>$1,733,729</td>
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<tr>
<td>Capital Reserve</td>
<td>$400,000</td>
<td>$150,000</td>
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**Statement of Activities**

<table>
<thead>
<tr>
<th>Support and Revenues</th>
<th>2011</th>
<th>2010</th>
<th>Expenses</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Revenue</td>
<td>$1,674,688</td>
<td>$1,700,000</td>
<td>Traffic</td>
<td>$199,082</td>
<td>$177,887</td>
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<tr>
<td>Contributions and Interest</td>
<td>8,019</td>
<td>33,729</td>
<td>Streetscape</td>
<td>261,582</td>
<td>102,771</td>
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<tr>
<td><strong>Total</strong></td>
<td>$1,682,707</td>
<td>$1,733,729</td>
<td>Marketing</td>
<td>415,076</td>
<td>277,646</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Economic Development</td>
<td>108,499</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Administration</td>
<td>310,514</td>
<td>336,986</td>
</tr>
<tr>
<td><strong>Increase in Net Assets</strong></td>
<td>387,954</td>
<td>838,439</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Membership Rolls**

Members as of June 30, 2010: 0
Members as of June 30, 2011: 73*

*In its first fiscal year, prior to the First Annual Meeting, the Connection did not have official membership rolls. 73 Members were registered during FY 2011. An up-to-date copy of the membership rolls are available to all members upon request.

Summary of Financial Statements dated September 22, 2011, prepared by Skody Scot & Company CPAs PC.

A copy of the complete audited financial statements is available upon request.
## Fiscal Year 2012 Budget

The Fiscal Year 2012 Budget includes revenues and expenses for various departments. The revenues from Assessment Revenue are $1,700,000, and interest brings the total revenue to $1,710,000. The total expenses are $1,704,423, with $247,743 allocated to Administration, $425,506 to Traffic, $300,506 to Streetscape, $461,010 to Marketing, and $269,658 to Economic Development.

### Revenues

<table>
<thead>
<tr>
<th>Revenues</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Assessment Revenue</td>
<td>$1,700,000</td>
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<tr>
<td>Interest</td>
<td>10,000</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$1,710,000</strong></td>
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### Expenses

**Program Expenses**

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Administration</th>
<th>Traffic</th>
<th>Streetscape</th>
<th>Marketing</th>
<th>Economic Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract Services</td>
<td>$876,500</td>
<td>$142,000</td>
<td>$290,000</td>
<td>$165,000</td>
<td>$169,500</td>
</tr>
<tr>
<td>Purchases &amp; Other Expenses</td>
<td>77,500</td>
<td>23,900</td>
<td>2,000</td>
<td>2,000</td>
<td>42,600</td>
</tr>
<tr>
<td><strong>Total Program Expenses</strong></td>
<td><strong>$954,000</strong></td>
<td><strong>$165,900</strong></td>
<td><strong>$292,000</strong></td>
<td><strong>$167,000</strong></td>
<td><strong>$212,100</strong></td>
</tr>
</tbody>
</table>

**Management and General**

<table>
<thead>
<tr>
<th>Total Expenses</th>
<th>Administration</th>
<th>Traffic</th>
<th>Streetscape</th>
<th>Marketing</th>
<th>Economic Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>$750,423</td>
<td>$81,843</td>
<td>$133,506</td>
<td>$133,506</td>
<td>$248,910</td>
<td>$152,658</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$1,704,423</strong></td>
<td><strong>$247,743</strong></td>
<td><strong>$425,506</strong></td>
<td><strong>$300,506</strong></td>
<td><strong>$269,658</strong></td>
</tr>
</tbody>
</table>

---

The chart illustrates the distribution of expenses across the departments:

- **Administrative** 14%
- **Traffic** 25%
- **Streetscape** 18%
- **Marketing** 27%
- **Economic Development** 16%
BOARD OF DIRECTORS

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Edison Properties

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MTV Networks Entertainment Group

Dale Fitzgerald
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Liz Neumark
Great Performances

Howard Pulchin
Edelman

Kim Whitener
HERE Arts Center

Tobi Bergman
(non-voting member)
Community Board 2 Representative

EX-OFFICIO

The Honorable Michael R. Bloomberg, Mayor
The Honorable Scott Stringer, Manhattan Borough President
The Honorable John C. Liu, Comptroller
The Honorable Christine Quinn, Council Member (District 3)

STAFF

FULL TIME STAFF

Ellen Baer
President

Suzy Changar
Director of Marketing

Renée Schoonbeek
Director of Planning

William Budd
Senior Economic Development Analyst

Ben Jervis
Program Associate
Special Assistant to the President

Madeline Knauer
Marketing Coordinator

PART TIME STAFF

Laura Clothier
Graphic Design and Marketing Coordinator

Lauren Racusin
Planning Coordinator
SPECIAL THANKS TO:

Atlantic Metro
Edison Properties
Horizon Media
Jackie Robinson Foundation
Lower Manhattan Cultural Council
Metropolitan College of New York
New York Public Radio
Raphael Viñoly
Trees New York
Trinity Real Estate
Viacom

PHOTO CREDITS

Cover       Ryan Muir       Urban Plaza at Trump
Page 3      Deborah Kushma  Open House New York 2010
Page 4      Ryan Muir       Hudson Square Open House
Page 4      Ryan Muir       Urban Plaza at Trump
Page 5      Ryan Muir       Arrojo on Varick Street
Page 6      Ryan Muir       Vandam Street and 6th Avenue
Page 7      Laura Clothier  Make Music NY 2011
Page 8      Ryan Muir       Hudson Square Open House
Page 11     Ryan Muir       Community Stakeholder meeting Spring 2011
Page 12     Ryan Muir       PTMs along Varick Street
Page 12     Ryan Muir       HSC banner on Hudson Street
Page 13     Ryan Muir       PTMs along Varick Street
Page 14     Ryan Muir       PTMs along Varick Street
Page 18     Ryan Muir       Urban Plaza at Trump
Page 19     Ryan Muir       Park at Spring Street and 6th Avenue
Page 21     Ryan Muir       Urban Plaza at Trump
Launched in July 2009, the Hudson Square Connection is completing the neighborhood’s transformation into a major creative hub that is home to over 30,000 people working in advertising, design, media, communications and other cutting edge businesses. Our district is generally bounded by West Houston Street on the north, Canal Street on the south, 6th Avenue on the east and Greenwich Street on the west. For exact boundaries of our district please see our website www.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 66 such organizations around the city. Unlike most BIDs that focus on supplemental security and sanitation services, we provide traffic management and placemaking programs; building a connected community in a hip Manhattan neighborhood. To get this done, we are focusing on ameliorating local traffic congestion, beautifying and enlivening the streets, and re-enforcing a socially, culturally and environmentally sustainable community. Our goal is to capture the spirit and innovation that is thriving in the commercial spaces and bring that energy into the public realm.

The Connection was unanimously approved as the 64th BID in New York City by the City Council on January 28, 2009. Ellen Baer, the Connection’s President, came onboard in May of that year, and the Connection opened its doors on July 1st. It now has a full time staff of six and two part-time staffers; you can read our bios online.

The BID is funded primarily through the payment of an incremental property assessment on commercial property, with an annual budget of $1.7 million. That translates into an assessment of roughly $0.19 per commercial square foot. 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.