We are also in the midst of redesigning the green space on Sixth Avenue between Spring and Broome Streets. We are in planning with the Parks Department and have received matching funds from the City Economic Development Corporation and the City Council. We’ve received valuable public input and will soon unveil our design for a re-imagined open space.

One of our most visible improvements over the last five years, the hiring of our Pedestrian Traffic Managers, continues to make Varick Street more walkable during rush hour. Our City Councilmember, Corey Johnson has provided funds to ensure that we are in the forefront of the mayor’s Vision Zero initiative and more pedestrian safety improvements are on the way.

In total, we have raised $7.2 million in City capital funding. With the Connection’s matching funds and in-kind contributions from the City and the Port Authority of New York and New Jersey, we have funded about two-thirds of our plan and the results will be seen and enjoyed in the months and years to come. No review of the last five years would be complete without acknowledging the 2013 creation of the Hudson Square Special District. This rezoning will complete our transformation to a 24/7 neighborhood by allowing for the development of thousands of residential units along with new schools and cultural institutions.

We have produced several informational booklets about our various programs and projects. These booklets are a glimpse into how Hudson Square’s businesses and people define the neighborhood.

Our new series of banners asks companies to fill in the blank – Hudson Square is…

These banners, throughout the neighborhood, give us a glimpse into how Hudson Square’s businesses and people define the neighborhood.

Hanging on every new tree planted as part of our green infrastructure program, these tree tags are numbered 1-180 and feature different facts about the Hudson Square Standard, a new way of planting trees that is more sustainable and offers many more benefits for the neighborhood.

We created an electronic “chain letter” which asks people to tell each other what they’re up to, be it a new ad campaign, programming a website or simply eating some candy from our local chocolatier.

Using some of the responses from the chain letter, we produced over 40,000 coffee cups that have been distributed in office break rooms and to local coffee vendors throughout the neighborhood. These cups have given people an opportunity to learn more about what their neighbors are spending their time on.

Sincerely,

Jason Pizer
Chair

Ellen Baer
President

A Message from The Chair and The President

Five years ago, when the Hudson Square Connection opened its doors, the article in loft-style buildings that lined our streets were on the verge of becoming the City’s new creative industry center. But even as office tenants were moving in, the area just didn’t feel like a neighborhood. This, our fifth annual report, will cover fiscal year 2014 (July 1, 2013-June 30, 2014) and affords us a chance to look back at how the Connection has helped transform this once industrial outpost into a dynamic and evolving New York neighborhood. In it, we’ll also take a peek at what the next five years might hold.

The Connection began with a vision: put the community first. This meant transforming our streets physically and psychologically to prioritize the needs of pedestrians, cyclists and local traffic, and making Hudson Square a place where people feel safe, comfortable and healthy.

To that end, we created our $27 million neighborhood improvement plan, Hudson Square is Now. This award-winning plan for a new, green, pedestrian-friendly New York neighborhood is serving as a blueprint for public-private partnerships.

Through our partnership with the NYC Department of Parks and Recreation and the City Parks Foundation, we have begun planting trees using the Hudson Square Standard—a new, platinum standard for urban forestry with expanded tree pits and permeable pavers. Already, more than 80 of 180 tree pits and permeable pavers. Already, more than 80 of 180 have begun planting trees using the Hudson Square Standard. This rezoning will complete our transformation to a 24/7 neighborhood by allowing for the development of thousands of residential units along with new schools and cultural institutions.

We could not have accomplished any of this without our board, task forces, elected officials, community partners, and highly responsive City agencies. As the Connection celebrates our fifth anniversary, join us in listening to the voices of the neighborhood and to our efforts to continue to define and realize the full potential of Hudson Square.

In the last five years, the Connection brought a sense of unity to our neighborhood. In the past year, we’ve done this through our “Hudson Square is” campaign. This campaign celebrates our neighborhood and gives our community a chance to help shape Hudson Square’s identity.

Banners

Our new series of banners asks companies to fill in the blank - Hudson Square is...

These banners, throughout the neighborhood, give us a glimpse into how Hudson Square’s businesses and people define the neighborhood.

Tree Tags

Hanging on every new tree planted as part of our green infrastructure program, these tree tags are numbered 1-180 and feature different facts about the Hudson Square Standard, a new way of planting trees that is more sustainable and offers many more benefits for the neighborhood.

Booklets

We have produced several informational booklets about our various programs and projects. These booklets are simple run-downs of what we’re doing, how we’re getting it done, and the positive impacts it will have for everyone in the neighborhood. We’ve printed booklets on our Hudson Square Standard and the Pedestrian Traffic Managers, with more coming in 2015.

Chain Letter

Hudson Square is teeming with creativity, and we wanted to know what people were working on in the neighborhood. We created an electronic “chain letter” which asks people to tell each other what they’re up to, be it a new ad campaign, programming a website or simply eating some candy from our local chocolatier.

Cups

Using some of the responses from the chain letter, we produced over 40,000 coffee cups that have been distributed in office break rooms and to local coffee vendors throughout the neighborhood. These cups give people an opportunity to learn more about what their neighbors are spending their time on.
Commercial Real Estate

Five years ago, in an economy still bruised by the Great Recession, Hudson Square was beginning to emerge as a part of the City's new tech ecosystem. Our Art Deco loft-style office buildings proved to be a magnet for cutting-edge creative firms and from 2009-2014 vacancy rates dropped by about one-third, even as other neighborhoods saw commercial vacancies rise. Now, Hudson Square has become one of the most sought after commercial real estate markets in NYC.

Hudson Square continues to be a magnet for large creative-type firms. Since 2009, there have been four leases signed for more than 100,000 square feet of Hudson Square office space, signaling an infusion of creative-class workers in an already vibrant and innovative community.

Supply and Demand

Because of the evolution of Hudson Square from industrial neighborhood to creative hub, the way people experience Hudson Square has changed. More people demand more amenities, more amenities in turn make the neighborhood a more desirable place to be.

Daytime Population

Hudson Square’s daytime population soared 26% between 2011 and 2013. There are now over 60,000 people in Hudson Square on an average day.

Hudson Square’s working population is mainly made up of young and creative professionals.

- 26% of our population is under 30
- 87% of our population is under 55
- 55% of our companies are in creative industries such as media, design, and technology

When the Connection opened its doors in 2009, Hudson Square was a fledgling neighborhood with few retailers. Now, we are home to nearly 70 ground-floor retailers operating in over 450,000 square feet of active retail space.

Popular chains such as Pret a Manger, Just Salad, Dig Inn, and Hale and Hearty have joined the culinary offerings alongside neighborhood institutions like Mae Mae Café, PJ Charlton’s, and Giorgione’s. In addition, several independent eateries have opened in the last year, such as Union Bar and Kitchen on Spring Street and II Principe, located on the ground floor of the new 122-room Hotel Hugo.

Upcoming residential development will generate additional demand and our greening efforts will encourage pedestrians to meander along our retail corridors.
Traffic & Transportation

Before the Connection opened in 2009, Hudson Square was a neighborhood physically and psychologically dominated by the Holland Tunnel. One of our main objectives was to change both the perception and the reality by creating a safe and pleasant pedestrian environment. In these past five years, we have worked with the city and our neighbors to create a place that puts people first.

Movement

The number of people working and visiting Hudson Square has grown substantially in the past five years. Working with the City and the MTA, we’ve begun to make small improvements that add up to a big difference in the way people get around and get to Hudson Square. Throughout the neighborhood, you’ll notice enhancements to our streetscape designed to make our streets safer for pedestrians. More and more, our neighborhood – which has historically prioritized the movements of motor vehicles – is looking and feeling like an authentic, walkable place. New Jersey-bound commuters will always pass through here, but those of us here every day are slowly but surely reclaiming the streets of Hudson Square as a vital piece of the City.

<table>
<thead>
<tr>
<th>Pedestrians</th>
<th>+14%</th>
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</thead>
<tbody>
<tr>
<td>Subway ridership</td>
<td>+11%</td>
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<tr>
<td>High visibility crosswalks</td>
<td>+7%</td>
</tr>
<tr>
<td>Pedestrian plazas</td>
<td>+14%</td>
</tr>
<tr>
<td>Countdown signals</td>
<td>+11%</td>
</tr>
<tr>
<td>New signage</td>
<td></td>
</tr>
<tr>
<td>New crosswalks</td>
<td></td>
</tr>
<tr>
<td>New lane striping</td>
<td></td>
</tr>
</tbody>
</table>

PTMs

Hudson Square is home to the Holland Tunnel and some of the most congested streets in the city. The Connection is pleased to do our part in supporting Mayor de Blasio’s Vision Zero initiative, and is proud to be the first neighborhood to come up with a program primarily focused on pedestrians.

Our signature program – the Pedestrian Traffic Managers (PTMs) – are specially trained agents whose purpose is to:

- Make our streets safer and easier to cross
- Prevent motorists from blocking the box
- Create a better pedestrian experience
- Reduce honking

The PTMs supplement NYC’s Traffic Enforcement Agents on Varick Street during the height of evening rush hour.
The wedge-shaped green space on Avenue of the Americas and Spring Street was created with the extension of 6th Avenue in the 1930s. The space has been underutilized and in need of a restoration for many years. HSC has partnered with the NYC Parks Department to reimagine this public space that sits at the intersection of the Village, Soho, and Hudson Square.

Streetscape

In 2009, Hudson Square still looked like the industrial neighborhood it once was, not the place where people come to create, imagine and innovate. The streets were under-lit, what few trees existed were neglected, and there was virtually no open space. HSC embarked on a mission to re-imagine what our streets could be. The $27 million improvement plan, Hudson Square Is Now, was unveiled in 2012 and has already yielded results.

Spaces

Early on, we recognized the importance of downtime to the creative process. Partnering with the Port Authority of NY & NJ, we renovated three spaces previously inaccessible to the public with new trees, tables, chairs and umbrellas, and created three new public outdoor spaces: Freeman Plaza West, East and North.

The total number of trees in Hudson Square has increased by 45% in part thanks to our partnership with the Parks Department and the New York Tree Trust who helped us bring the Hudson Square Standard (HSS) to life. We’ve also added over 5,000 square feet of permeable pavement as part of the HSS which helps to absorb stormwater runoff. The benefits once these trees are fully grown:

• Capture 702,856 gallons of stormwater annually, equivalent to the amount used by 9 residences annually
• Reduce 2,740 lbs. of carbon dioxide from the atmosphere annually, equal to driving roundtrip from NYC to LA
• Decrease air pollutants which reduces asthma and other respiratory illnesses

In addition to greening our streets and making the neighborhood more resilient, we have installed new street furniture: benches, bike racks and street lights.
When the Connection was created five years ago, a cornerstone of our mission was to put Hudson Square on the map. Slowly but surely, people have begun to appreciate that Hudson Square is a unique place with its own special vibe. People are seeing and embracing the neighborhood’s evolution.

Hudson Square is becoming a real neighborhood and beginning to define itself.

DOWNTOWN EXPRESS, SEPTEMBER 2010

“The steady clinking of the printing presses today is replaced with music, laughter and fun and games that were so sorely missing back in the day.”

—Phil Mosquinho, PJ Charlton, July 2011

Hudson Square is clearly a Manhattan neighborhood to watch.

NEW CONSTRUCTION MANHATTAN, NOVEMBER 2010

“A neighborhood increasingly housing innovative media and design firms and downtown residents.

NEW URBAN NETWORK, JANUARY 2011

“Ahub for technology and creative companies.

DNAINFO, FEBRUARY 2012

“Having worked in Hudson Square since 2004, it has been great to see the changes that have taken place over the last five years. With a noticeable increase in the number of people working in the area, the new amenities and lunch spots, and the street and sidewalk improvements, the neighborhood has a fresh, vibrant feel.”

—Gareth Mahon, Robin Key Landscape Architecture, September 2014

Food, music, creative people and fire dept history...within 7 blocks.

WATCH VINTAGE HIGHLIGHTS...

“...those of us who were there at the transition's early stages, marvel at the change and brag about being pioneers.”

—Tim Wince, Wieden+Kennedy, August 2014

Hudson Square has been a hot area for development.

NEW YORK OBSERVER, APRIL 2011

The City's next hot neighborhood

COMMERCIAL OBSERVER, 2013

“The city’s next hot neighborhood

DOWNTOWN EXPRESS, JUNE 2014

This neighborhood that once lacked its own identity has certainly put itself on the map.

“...a hub for technology and creative companies.”

—Tom Kerr, Rafael Vindas Architects, August 2014

Now, one bid is breaking new ground...

“...those of us who were there at the transition’s early stages, marvel at the change and brag about being pioneers.”

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“...those of us who were there at the transition’s early stages, marvel at the change and brag about being pioneers.”

—Tim Wince, Wieden+Kennedy, August 2014
While residents make up a small portion of the current daytime population, the 2013 rezoning of the neighborhood has created a pipeline of over 25 new developments that are planned or under construction. These projects are expected to bring over 6,000 new residents to the neighborhood, at which point residents could represent almost 10% of the Hudson Square population, creating an opportunity for a true 24/7 neighborhood. Let’s take a peek ahead at the Hudson Square of tomorrow.

1. Hudson Street—redesign
2. Freeman Plaza—temporary public spaces
3. Hudson Square Standard—tree planting with green infrastructure
4. Green space on Spring and 6th Ave. (Soho Square)—redesign
## Financials

### FISCAL YEAR 2015 OPERATING BUDGET

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Administration</th>
<th>Marketing &amp; Economic Development</th>
<th>Traffic</th>
<th>Streetscape</th>
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<td><strong>Total</strong></td>
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<td><strong>Expenses</strong></td>
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<td>Program Expenses</td>
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<td>Purchases &amp; Other Expenses</td>
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<td>$215,000</td>
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<td><strong>Total Budget</strong></td>
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### Statement of Financial Position

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<tr>
<th>Assets</th>
<th>2014</th>
<th>2013</th>
<th>2014</th>
<th>2013</th>
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<tr>
<td>Cash &amp; Cash Equivalents</td>
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<td>$1,700,000</td>
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<td>Accounts Receivable</td>
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<td>$29,357</td>
<td>$7,000</td>
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<td>Property and Equipment</td>
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<td>$185,780</td>
<td>$43,442</td>
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<tr>
<td>Prepaid and Other Assets</td>
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<td>$269</td>
<td>$372,596</td>
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<td><strong>Total</strong></td>
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<td>$1,613,730</td>
<td>$1,898,055</td>
<td>$1,714,336</td>
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<table>
<thead>
<tr>
<th>Liabilities/Net Assets</th>
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<tr>
<td>Liabilities</td>
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<td>$89,094</td>
<td>$377,866</td>
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<td>Net Assets</td>
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<td>$1,525,636</td>
<td>$761,997</td>
<td>$322,634</td>
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<td><strong>Total</strong></td>
<td>$3,433,641</td>
<td>$1,613,730</td>
<td>$1,965,439</td>
<td>$1,433,430</td>
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### Statement of Activities

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<thead>
<tr>
<th>Support and Revenues</th>
<th>2014</th>
<th>2013</th>
<th>2014</th>
<th>2013</th>
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<tbody>
<tr>
<td>Assessment Revenue</td>
<td>$1,700,000</td>
<td>$1,700,000</td>
<td>$29,357</td>
<td>$7,000</td>
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<tr>
<td>Program Service Revenue</td>
<td>$43,442</td>
<td>$7,236</td>
<td>$372,596</td>
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<tr>
<td>Government Grants</td>
<td>$2,610,000</td>
<td>$1,898,055</td>
<td>$1,898,055</td>
<td>$1,714,336</td>
</tr>
</tbody>
</table>

### Membership Rolls

Members as of June 30, 2014: 89*

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

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**Audited Financials, prepared by Skody Scott & Company CPAs PC are available upon request.**

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### FT 2015 OPERATING BUDGET

- **MARKETING & ECONOMIC DEVELOPMENT**
  - 22%
- **ADMINISTRATION**
  - 27%
- **CONTINGENCY**
  - 14%
- **OPERATIONS**
  - 22%
- **STREETSCAPE**
  - 27%
- **TRAFFIC**
  - 25%
**Financials**

**FISCAL YEAR 2015 CAPITAL BUDGET**

Approved by Board of Directors on June 26, 2014

<table>
<thead>
<tr>
<th>Department</th>
<th>Total</th>
<th>Green Infrastructure</th>
<th>Hudson Street</th>
<th>SoHo Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funds</td>
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<tr>
<td>Capital Reserve</td>
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<td>Projected balance as of June 30, 2014</td>
<td>$638,434</td>
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<tr>
<td>Projected FY 14 Operating Surplus</td>
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<td>FY 15 Capital Reserve Transfer</td>
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<td>SoHo Square</td>
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<tr>
<td>Governmental Grants</td>
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<td>$1,863,506</td>
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<td>Projected Remaining Funds as of 6/30/15</td>
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<td>Capital Reserve</td>
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<td>Total Funds as of 6/30/14</td>
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<td>Total FY 15 Expenses</td>
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<td>$505,000</td>
<td>$120,000</td>
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<tr>
<td>Projected FY 15 Surplus</td>
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<td></td>
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<tr>
<td>SoHo Square</td>
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<tr>
<td>Total Funds as of 6/30/14</td>
<td>$1,863,506</td>
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<tr>
<td>Total FY 15 Expenses</td>
<td>$765,000</td>
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<td>Projected FY 15 Surplus</td>
<td>$1,098,506</td>
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</tbody>
</table>

**FY 2015 CAPITAL BUDGET**

- **REMAINING SOHO SQUARE FUNDS**
  - **GREEN INFRASTRUCTURE**
    - **34%**
    - **15%**
    - **24%**
    - **4%**

- **Hudson Street**
  - **REMAINING CAPITAL RESERVE**

**Staff**

- **Sean Patrick Vera**
  Marketing Assistant
- **Suzy Changar**
  Vice President Communications & Marketing
- **Michael Portofelo-Zwart**
  Planning Associate
- **Josh McNally**
  Economic Development Associate
- **Elin Baer**
  President
- **Renee Schoonbeek**
  Vice President Planning & Capital Projects

**Elected Officials:**
- The Honorable Bill de Blasio, Mayor of New York City
- The Honorable Gale A. Brewer, Manhattan Borough President
- The Honorable Scott M. Stringer, Comptroller of New York City
- The Honorable Corey Johnson, Council Member (District 3)

**Special Thanks**

- **Adage**
  Edelman NY
  Edison Properties
  Manhattan Mini Storage
  Financial Times

- **Great Performances**
  Max Mac Cain
  New York City Fire Museum
  New York Genome Center
  New York Public Radio

- **Pearson PLC**
  Port Authority of NY & NJ
  Trinity Real Estate
  Trump Hotel
  Vorige Entertainment Group
  Splits, Comedy Central, TRLand

**Board of Directors**

- **Jason Pizer**
  Chair
  Trinity Real Estate
- **Jeffrey Sussman**
  Treasurer
  Edward J. Minskoff Equities
- **Mindy Goodfriend**
  Secretary
  Connection Partners LLC
- **Michelle Adams**
  Tishman Speyer
- **Tobi Bergman**
  (non-voting member)
  Community Board 2 Representative
- **Anthony Mancino**
  Extell Development Company
- **Steve Morris**
  Odenwald Properties, Inc.
- **Mary McCormick**
  Fund for the City of New York
- **James Montassar**
  Pearson plc
- **Phil Muscatello**
  PJ Charlton Restaurant
- **Liz Mazzara**
  Great Performances
- **Howard Polk**
  Edelman
- **Donna Vogel**
  Newmark Grubb Knight Frank
- **Laura Walker**
  New York Public Radio
- **Kim Whitener**
  Hearst Arts Center
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. 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 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 70 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 forward-thinking Manhattan neighborhood. To accomplish this, we are focusing on ameliorating local traffic congestion, beautifying and activating 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 on board in May of that year, and the Connection opened its doors on July 1st. We now have a full time staff of six; you can read our bio’s online.

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.

About the Connection