

FY2018
Annual
Report

Making Spaces

SONOMA
AREAS
HUDS
ESQU

40,000+
People Working in the
Creative Businesses

60,000+
Our Daytime
Population

\$2.5MM
Annual Budget

About the BID

Since July 2009, the Hudson Square Business Improvement District has overseen the transformation of Manhattan's former Printing District into a thriving creative hub. Today, Hudson Square is buzzing with the energy of more than 40,000 workers in some 1,000 businesses, complemented by thousands of students, visitors and a growing residential population. In Hudson Square, imagination and technology come together to redefine what it means to be creative.

The area we manage 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. The BID is currently in the process of expanding our boundaries to cover the Hudson Square neighborhood up to Clarkson Street on the north and west to West Street.

Incorporated as a 501(c)3, not-for-profit organization, our formal name is the Hudson Square District Management Association, but we do business as the Hudson Square Business Improvement District. The geographic area we manage is a Business Improvement District (BID), one of 75 such areas around the city. Our signature programs include our *Pedestrian Safety 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 \$27 Million public-private partnership with the City of New York. Our goal is to foster the physical, social, and cultural connections that give rise to a community where the spirit of innovation can flourish inside and out.

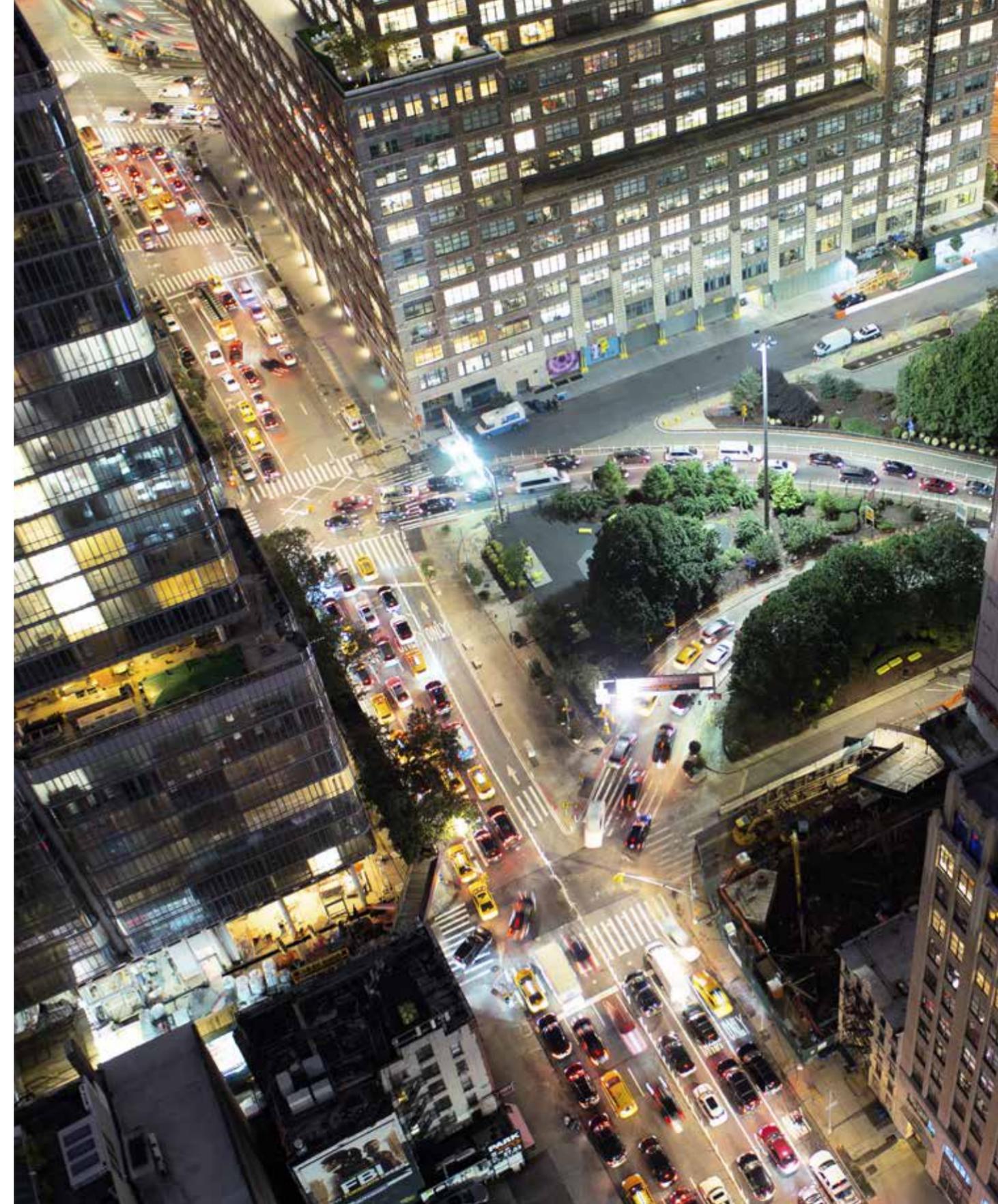
The BID was unanimously approved as the 64th BID in New York City by the City Council on January 28, 2009. The BID is funded primarily through the payment of an annual assessment on commercial property with an annual budget of \$2.5 Million. The NYC Department of Finance disburses these funds to the 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, residents and guests take in this exciting community.



Left BID maintenance workers upkeeping our neighborhood improvements! **Right** Hudson Square BID staff working at the FY2017 Annual Meeting in November. Every year in November the community gets together, recaps the year and learns about BID programs.

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02





Staff and Board

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
Speaker of the New York City
Council and Council Member
District 3

Staff

Ellen Baer
President + CEO

Suzy Changar
Vice President
Communications + Marketing

Emily Goldstein
Planning Associate

Helena Goodman
Marketing Assistant

Megan Irving
Marketing Associate + Community
Moderator

Corey Kunz
Director
Management + Operations

Jacob McNally
Project Director
Planning + Capital Projects

Nina Yabut
Operations Assistant

Board of Directors

Liz Neumark
Chair
Great Performances

Jeffrey Sussman
Vice Chair
Edward J. Minskoff Equities

Michele Rusnak
Treasurer
New York Public Radio

Steve Marvin
Secretary
Olmstead Properties

Anthony Borelli
Edison Properties

Kang Chang
Kang Modern Architect

Coral Dawson
Community Board 2

Andrew Foote
Edelman

Amanda Gluck
Stellar Management

David Godbout
Trinity Real Estate

Brett Greenberg
Jack Resnick & Sons

Shegun Holder
Jamestown Properties

Patricia Klecanda
New York Genome Center

John Maltz
Greiner-Maltz

Phil Mouquinho
PJ Charlton Restaurant

Chris Roth
Hines

Susan Sakin
Resident

Niels Schuurmans
Viacom

Kate Swann
Blue State Digital

Donna Vogel
GFP Real Estate

Kim Whitener
HERE Arts Center

David Wright
Tishman Speyer

Representative
Port Authority of
New York & New Jersey

Special Thanks

AdTheorent

Adoro Lei

Arlo Hotel

Blue State Digital

Brooklynier

Broome Street Academy/

The Door

Cadillac

Café Hugo

Chelsea Career and
Technical High School

Children's Museum of the Arts

Cision

City-As-High School

Concentric Health Experience

Courtyard by Marriott

Deborah Miller Catering

DesignTex

Doremus

Edelman

Financial Times

Galvanize

Great Performances

Guy Nordenson & Associates

HERE Arts Center

Hines

Horizon Media

InDemand

The Jerome L. Greene
Performance Space

Juice Press

Katchkie Farm

Lazy Point

Local & Vine

Lymbr

Mae Mae Café

Manhattan Mini Storage

Medidata

Julie and Edward Minskoff

Momentum

MultiVu

NYC iSchool

New York Genome Center

New York Public Radio

Open

OTC Markets

Physique 57

Port Authority of New York
& New Jersey

ProPublica

Real Pilates

Sachs Insight

Springer Nature

SOB's

Tony Dapolito Center

Trinity Real Estate

TripAdvisor

Union Bar & Kitchen

United Entertainment Group

United Parcel Service

Vendome Group

Viacom Entertainment Group

Wandering Bear Coffee

Warby Parker

WebMD

Workman Publishing

* Elected Officials
are part of our Board.

Fiscal Year 2019 Operating Budget



Statement of Activities

| | 2018 (Unaudited) | 2017 (Audited) |
|---|---------------------|-------------------|
| SUPPORT AND REVENUES | | |
| Assessment Revenue | \$ 2,500,812 | 2,500,000 |
| Program Service Revenue | \$ 19,532 | 6,250 |
| Government Grants | \$ | 352,829 |
| Interest and Other Income | \$ 19,743 | 12,789 |
| Total | \$ 2,540,087 | 2,871,868 |
| EXPENSES | | |
| Traffic and Streetscape | \$ 547,634 | 594,414 |
| Marketing & Econ Development | \$ 647,659 | 638,270 |
| Public Realm Operations | \$ 640,433 | 399,268 |
| Public Realm Improvements | \$ 1,516,510 | 1,961,825 |
| Administration | \$ 398,012 | 364,980 |
| Total | \$ 3,750,248 | 3,958,757 |
| Increase/(Decrease) in Net Assets/(Deficit) | \$ (1,210,161) | (1,086,889) |

Fiscal Year 2019 Capital Budget

The Majority of our Master Plan is completed or nearing completion. In FY2019 final design and construction of Hudson Street, the remaining major project of the Plan, will be underway.



Statement of Financial Position

| | 2018 (Unaudited) | 2017 (Audited) |
|-------------------------------|---------------------|-------------------|
| ASSETS | | |
| Cash & Cash Equivalents | \$ 4,080,810 | 3,205,490 |
| Accounts Receivable | \$ | 27 |
| Property and Equipment, Net | \$ 317,718 | 139,978 |
| Prepaid and Other Assets | \$ 4,296 | 3,033 |
| Total | \$ 4,402,824 | 3,348,528 |
| LIABILITIES/NET ASSETS | | |
| Liabilities | \$ 5,441,262 | 3,176,805 |
| Net Assets/(Deficit) | \$ (1,038,438) | 171,723 |
| Total | \$ 4,402,824 | 3,348,528 |

Fiscal Year 2019 Budget

| July 1, 2018— June 30, 2019 | Total | Administration | Marketing & Economic Development | Traffic & Streetscape | PROGRAMS Public Realm Operations | PUBLIC REALM IMPROVEMENTS | | |
|--|---------------------|----------------|----------------------------------|-----------------------|-------------------------------------|----------------------------|------------------|--------------------|
| | | | | | | District-wide Improvements | Hudson Street | Spring Street Park |
| REVENUES | | | | | | | | |
| BID Assessment ¹ | \$ 2,500,000 | 386,250 | 561,250 | 761,250 | 791,250 | | | |
| Interest | \$ 15,000 | 3,750 | 3,750 | 3,750 | 3,750 | | | |
| Program Service Revenue | \$ 15,000 | | 5,000 | 5,000 | 5,000 | | | |
| Total | \$ 2,530,000 | 390,000 | 570,000 | 770,000 | 800,000 | | | |
| EXPENSES | | | | | | | | |
| Program/Operating Expenses | | | | | | | | |
| Contract Services | \$ 1,132,000 | 84,000 | 329,000 | 156,000 | 563,000 | | | |
| Management & General | \$ 995,000 | 110,000 | 328,000 | 336,000 | 221,000 | | | |
| Purchases & Other Expenses | \$ 524,000 | 168,000 | 73,000 | 267,000 | 16,000 | | | |
| Capital Project Expenses | | | | | | | | |
| Contract Services | \$ 265,000 | | | | | 150,000 | 15,000 | 100,000 |
| Streetscape Plan Private Contribution ² | \$ 3,000,000 | | | | | | 3,000,000 | |
| Total | \$ 5,916,000 | 362,000 | 730,000 | 759,000 | 800,000 | 150,000 | 3,015,000 | 100,000 |
| BUDGET SUMMARY | | | | | | | | |
| Program/Operating Expenses | \$ 2,651,000 | 362,000 | 730,000 | 759,000 | 800,000 | | | |
| Capital Project Expenses | \$ 3,265,000 | | | | | 150,000 | 3,015,000 | 100,000 |
| Operating Reserve Contributions | \$ 34,000 | 23,000 | | 11,000 | | | | |
| Fixed Assets | \$ 29,000 | 5,000 | | 24,000 | | | | |
| Total | \$ 5,979,000 | 390,000 | 730,000 | 794,000 | 800,000 | 150,000 | 3,015,000 | 100,000 |
| FUNDING SUMMARY | | | | | | | | |
| Revenues | \$ 2,530,000 | 390,000 | 570,000 | 770,000 | 800,000 | | | |
| FY18 Carry Over | \$ 160,000 | | 160,000 | | | | | |
| Loan Facility Proceeds ² | \$ 3,070,000 | | | | | | 3,000,000 | 70,000 |
| Capital Reserve Draws ³ | \$ 195,000 | | | | | 150,000 | 15,000 | 30,000 |
| Streetscape Reserve Draw | \$ 24,000 | | | 24,000 | | | | |
| Total | \$ 5,979,000 | 390,000 | 730,000 | 794,000 | 800,000 | 150,000 | 3,015,000 | 100,000 |

1. Assessment revenue is allocated proportionally across programs based on size of program budget.
 2. Debt balance of \$3.58MM as of June 30, 2018; projected debt balance of \$6.58MM as of June 30, 2019.
 3. Capital Reserve balance of \$1.76MM as of June 30, 2018; projected Capital Reserve balance of \$1.57MM as of June 30, 2019.

How Do We Make It Happen

Our sole mission at the Hudson Square BID is to propel, support and celebrate this great neighborhood for what it is—one of the most energizing locations in the world’s most exciting city. We consider ourselves advocates for the neighborhood and our programs serve to help our constituents navigate this bustling city. Whether mitigating traffic congestion, updating local businesses on City Operations or developing a green, sustainable neighborhood, our role is to make life a little bit easier for the people here in Hudson Square. A great big thank you to our Board and the local businesses who have helped us fulfill that goal in FY2018!

5
Days a Week we
Employ PSMs

250
Hudson Square
Standard Trees

34
Maintenance
Cases Reported
to the City

50
Street Permits and
Events Reported to
Local Businesses

Constituent Services

The BID serves as a resource for local businesses and stakeholders by reporting neighborhood conditions, conveying important information and serving as a liaison with City government.



Above Summer street fair along King Street

- Through the Citywide Event Coordination and Management (CECM) platform, we regularly communicate with the Mayor’s Street Activity Permit Office (SAPO) and update local businesses and property managers about street activity that may affect their daily operations. In FY2018 we reported 50 event permits to local businesses and helped them prepare for City Operations on their street.
- The BID has served as a community partner to the NYPD’s newly established Neighborhood Policing initiative. The Neighborhood Coordination Officers (NCOs) are assigned to a specific neighborhood to serve as liaisons between the police and the community. Welcome to Hudson Square, Officers Michael Erdman and Donald Dermody!
- The BID has enhanced our 311 reporting efforts with better tracking and recording of local conditions and communicating that information to local businesses and property owners.
- With the increase of construction in the neighborhood, the BID strives to serve as a resource to local businesses with construction information and updates.

With the *Pedestrian Safety Management Program*:

45%

Decrease in Blocked Intersections and Crosswalks

36%

Decrease in Horn Honks

Traffic and Pedestrian Safety Management

In Hudson Square, the Holland Tunnel is simply a part of life. The BID's hope is to make this important regional transportation facility a background condition and not the defining characteristic of the neighborhood. As part of our effort to strike a balance between locals and Jersey-bound commuters, the BID deploys PSMs, *Pedestrian Safety Managers*, to supplement City Traffic Enforcement Agents and ensure that our pedestrians have safe, open crosswalks on Varick Street. The PSMs help to reduce the frequency of blocked intersections and crosswalks as well as horn honking. Our PSMs work 5 days a week with extended services and more personnel for targeted deployment on high traffic days, such as long weekends and holidays.

In FY2018, the BID hired Sam Schwartz Engineering to conduct a study on the potential impacts of congestion pricing and tolling schemes on traffic conditions in Hudson Square. Using the same traffic model used to analyze congestion pricing, the BID conducted a study of the impact of "toll shopping" on local streets.

Our Study Found the Following:

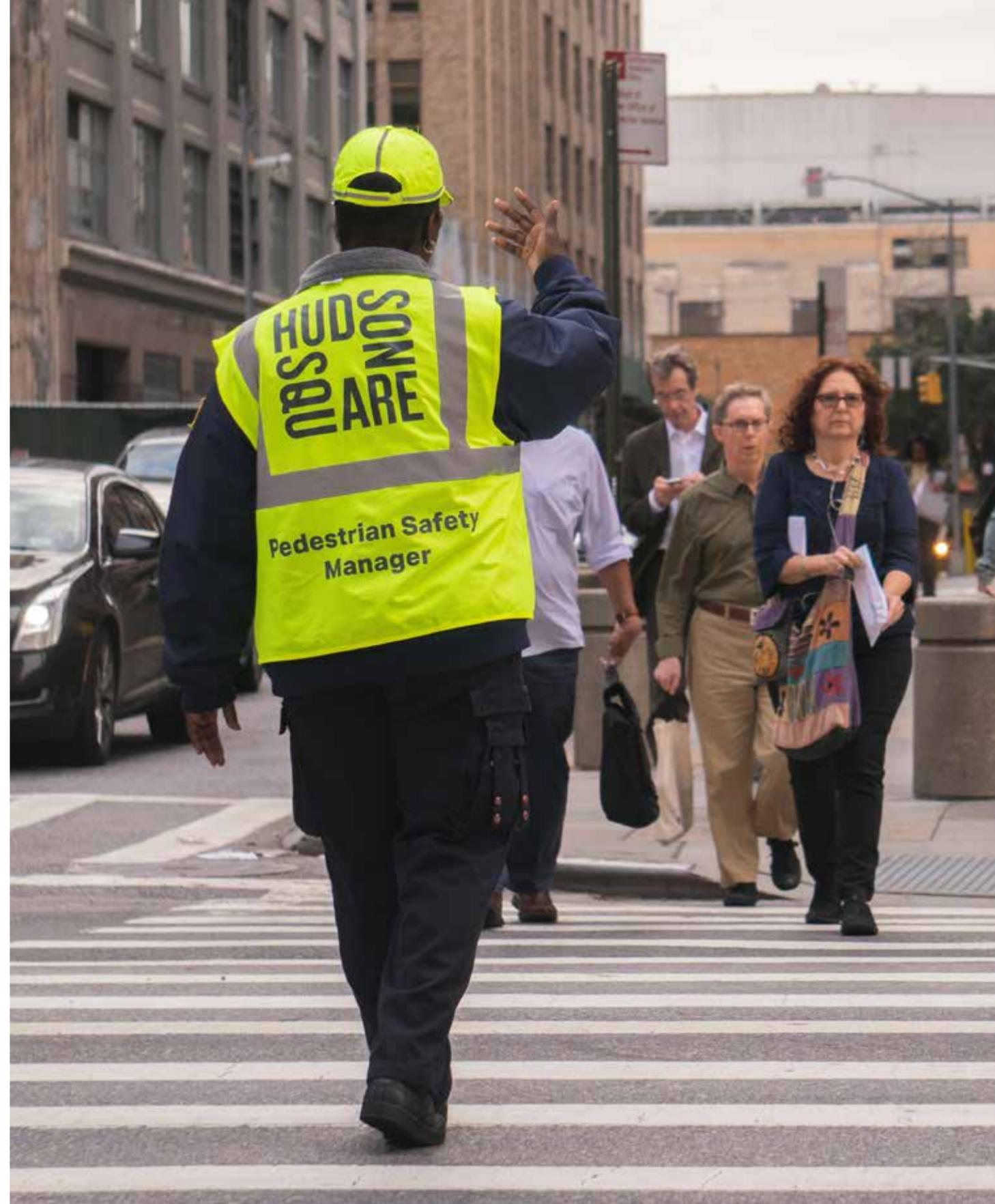
- Because the tolling on the Verrazzano-Narrows Bridge (VNB) goes in one direction (Westbound), 9,017 more cars daily use the bridge Eastbound than Westbound.
- Many of these vehicles find their way to the Holland Tunnel (which collects tolls only Eastbound) via Canal Street and Hudson Square.
- We conservatively project that restoring two way VNB tolling (paying half the toll in each direction) would reduce the number of vehicles crossing Lower Manhattan to avoid tolls by 10% during the PM rush.

The BID has used this data to work with elected officials and other stakeholder groups to advocate for policies to eliminate "toll shopping," thereby moving regional traffic to regional arteries, leaving only local traffic on local streets.

Elves and Holiday Program #crossingelves



Left Our holiday elves help brighten the streets in the dark winter and highlight the good work our PSMs do during the year to make Hudson Square a safe place for people. The elves sang, danced and handed out special holiday treats!



205

Volunteers
Participated in our
Annual Daffodil
Planting Event

250

Hudson Square
Standard Trees

It is hard to believe how barren the landscape was in Hudson Square before our trees were on every block! We continue to care for our 250 *Hudson Square Standard (HSS)* trees, with supplemental watering and liquid fertilizer for enhanced tree health. Our gold standard and extra-large tree pits give our trees room to grow and promote a clear neighborhood identity.

Along Spring Street, we have created a distinctive boulevard by planting seasonal flowers in the tree pits. Every year our annual daffodil planting event helps brighten our neighborhood and brings together volunteers from local schools and companies.

In FY2018 we more than doubled the previous year's participants with 205 volunteers! The fruits of their labor, beautiful yellow daffodils, popped up in our tree pits this Spring. In addition to our flowers and daffodils, we also noticed the spontaneous plantings from various property owners that have begun to plant their own flowers in the pits. The variety and vibrancy of the flowers showcase the pride our building managers take in caring for them and our neighborhood.



Tree Health and Maintenance

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Hudson Street Update

This Spring, NYC's Public Design Commission approved the Preliminary Design for our Hudson Street project, the culminating project of our \$27 Million streetscape plan *Hudson Square is Now*. The improvements will transform the stretch of Hudson Street from Canal to West Houston streets by strengthening neighborhood connectivity, enhancing traffic safety, and accentuating Hudson Street as a grand boulevard and a place to shop, socialize and relax. The project team (BID, Economic Development Corporation, Department of Transportation) is selecting the contractor this Fall. Construction is slated to begin in the summer of 2019 with work expected to be completed sometime by FY2022.

The Approved Design Elements Include:

- Application of the *HSS* using continuous tree pits and permeable pavers to maximize stormwater capture and support healthier trees
- A dedicated and parking-protected bike lane
- Widening the west sidewalk between 3–5 feet
- 2K square feet of allowable space for future sidewalk cafés

160+

Added Seating
Capacity With
New Benches

8K+

Square Feet of
Planting Areas
Filled With a Variety
of Trees, Shrubs
and Perennials

40+

Additional
Bicycle Racks

Below Rendering by W Architecture
and Landscape Architecture



Freeman Plaza

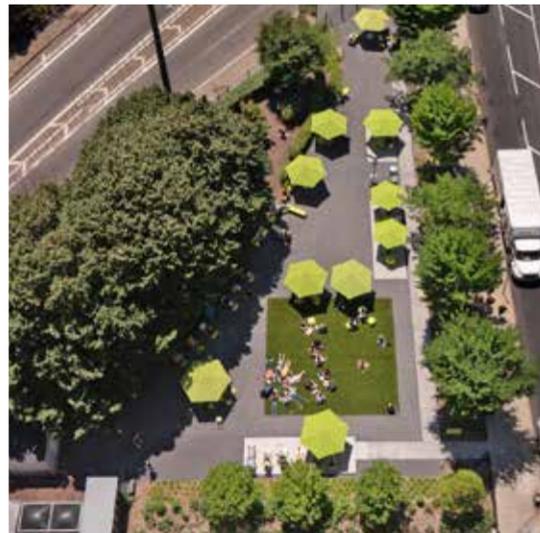
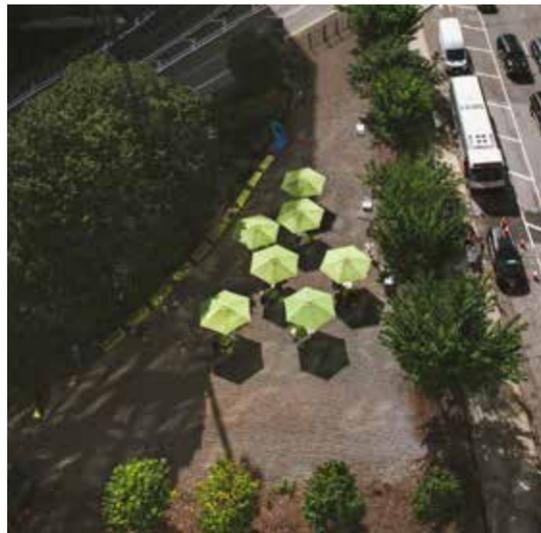
This Summer, the BID unveiled our \$200K renovation of our popular plaza, Freeman Plaza West. The plaza's redesign created a more attractive and inviting space. The once deserted plaza is now a thriving lunchtime spot as well as an oasis where people can come to relax, connect and unwind throughout the work day.

The Improvements Included:

- Replacement of surface aggregate with smaller stones that are easier to walk on
- Installation of recycled plastic lumber platforms and concrete paver pathways
- Installation of pedestrian counting sensors to measure the use of the space
- Installation of 900 square foot turf lawn
- Expansion of our outdoor furniture offerings
- Installation of plantings along the plaza exterior

We plan to take the lessons from the success at Freeman Plaza West's renovations to upcoming renovations at East in the near future.

Below Left Freeman Plaza West before the FY2018 renovations.
Below Right Freeman Plaza West after FY2018 renovations.





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Spring Street Park

This Summer, we opened Spring Street Park, the renovated space on Spring Street and Sixth Avenue. The open space had remained untouched since it was built in the 1970's; NYC Parks Department and the BID invested \$6 Million to renovate the space and create a state of the art park for the Hudson Square community. The park serves as a gateway to Hudson Square, connecting it to surrounding neighborhoods and evoking our creating spirit and past with its graphic design.

Spring Street Park's Design Includes:



Custom Swivel Chairs, Underlit Benches and Seasonal Moveable Furniture



Decorative Lighting and Custom Moon Lights



Refurbished Statue of General Artigas



Seasonal Planting and 42 Healthy Trees



Public WiFi



Bigbelly Trash Cans and Water Fountain

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Turning our Plan

FY2018 marked the beginning of the end of our \$27MM Master Plan, *Hudson Square is Now*. The Plan's goals are to manage traffic, create pedestrian environments and define the neighborhood's identity. Almost ten years later, the ambitious projects from *Hudson Square is Now* are either completed or underway. We opened our park on Spring Street and Sixth Avenue, approved the initial design for our major renovation of Hudson Street and successfully renovated Freeman Plaza West with a \$200K revamp. We planted and retrofitted 250 *Hudson Square Standard* trees and continue to care for them in the grueling urban environment.

In addition to these accomplishments, we continue to mitigate the traffic conditions in the neighborhood and in FY2018 released a study on the effects of "toll shopping" on Hudson Square's streets. With this data, we are working with elected officials and other stakeholder groups to advocate for policies that will help alleviate traffic congestion. In FY2018 we also unveiled a new brand, strengthening Hudson Square's creating edge identity. As we mature as a neighborhood and as an organization, we look forward to the next phase for Hudson Square.

Into Action

Transportation Map



Hudson Square Expansion

With new creative tenants and a growing residential population, Hudson Square is an expanding neighborhood. The BID is expanding too: in FY2017, we began working with local stakeholders on expanding our boundaries to provide services and improvements to areas of the neighborhood that were not originally included. Expanding our boundaries will knit together the entire neighborhood, include a broader area for services, and allow us to promote a clear neighborhood identity. After last year's outreach phase, we officially entered the legislative phase in FY2018 with support from 93% of the total commercial square footage in the expansion area.

- Our Milestones Have Included:**
- Finalized the District Plan for services to be provided in the expansion area
 - Received Community Board and City Planning Commission resolutions in support of the BID expansion
 - Began planning and marketing efforts for the expansion area in anticipation of a FY2020 adoption

19

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@thebrand_bev said:
Working next door to the new @shakeshack innovation kitchen on Varick st is going to be a problem 🤔. The triple SmokeShack and new chicken nugget is 🍗

New to Hudson Square

One of Manhattan's most energizing neighborhoods, Hudson Square remains a magnet for new creating edge companies.

We have noticed a surge of biotech and healthcare companies creating homes in Hudson Square. NYU Langone's Biolabs moved into 180 Varick as our second collaborative laboratory after Johnson and Johnson's Jlabs moved into New York Genome Center.

Following suit, two of FY2018's biggest leases were healthcare technology companies; Flatiron Health inked a deal for 108,000 square feet at 161 Avenue of the Americas and Oscar Health signed a relocation to 78,000 square feet at One Hudson Square.

And Hudson Square is still a hub for creative agencies, as San Francisco based Mekanism prepares to settle their NYC headquarters at 250 Hudson Street.

Whether developing code or brand campaigns, the companies in Hudson Square continue to push the envelope of creation and innovation. We are now even home to Shake Shack's "innovation kitchen" at 225 Varick, where their headquarter test kitchen creates new products! We also have new pop-up experiences in the neighborhood, with the temporary Color Factory at 251 Spring St. and Gitano NYC at 76 Varick St.



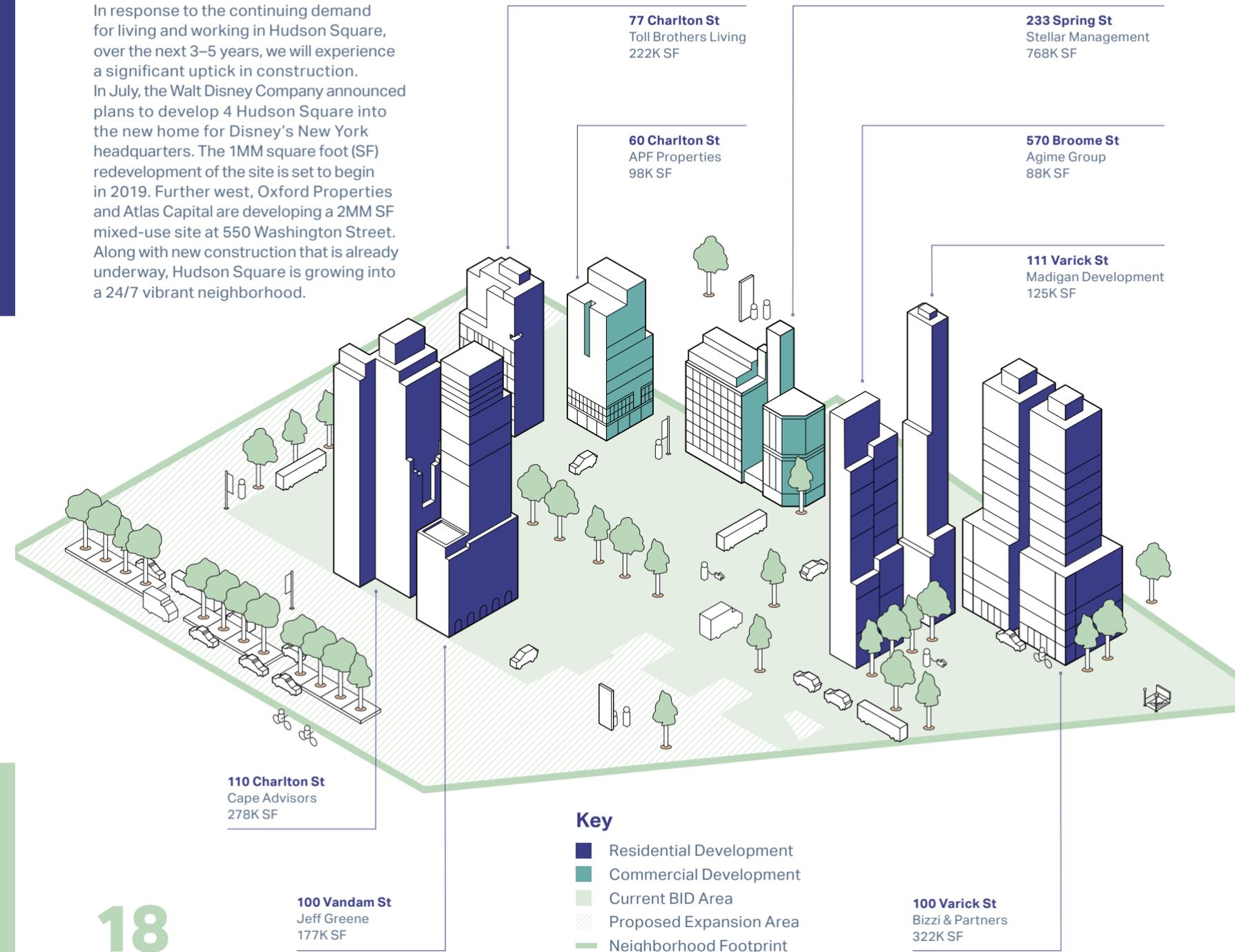
@nycmouth said:
Are you ready for fall 🍂? Pumpkin spice latte 🍷 is already out! Come to get yours if you are ready 🍷!

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Residential and Commercial Development

In response to the continuing demand for living and working in Hudson Square, over the next 3–5 years, we will experience a significant uptick in construction. In July, the Walt Disney Company announced plans to develop 4 Hudson Square into the new home for Disney's New York headquarters. The 1MM square foot (SF) redevelopment of the site is set to begin in 2019. Further west, Oxford Properties and Atlas Capital are developing a 2MM SF mixed-use site at 550 Washington Street. Along with new construction that is already underway, Hudson Square is growing into a 24/7 vibrant neighborhood.

Hudson Square Active Construction Map



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@taylordavidman said:
Thankful to live and work in Hudson Square for all the great food and drink options!

What's Going On

Hudson Square is a place for big ideas, businesses in formation and bright minds on the creating edge. With innovative retail experiences, growing residential development and new commercial tenants, Hudson Square is a neighborhood constantly evolving and in motion. The BID is gearing up for what's to come and with our expansion process nearing completion, we are looking to the future and planning ahead.

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@mrs_ioannou said:
I'm thankful to work in an area that really feels like a neighborhood! It's great to be surrounded by businesses that all want to build the community!

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304 Hudson Art Installation

In FY2018, the Hudson Square BID brought the Inside Out Project to Hudson Square. The project, a global participatory art movement by the artist JR, gives everyone the opportunity to share their portrait and make a statement for what they stand for. In partnership with the branding agency Ultravirgo, we installed 34 large scale portraits in the windows of 304 Hudson, showcasing the faces of individuals who are creating positive change around the world. The installation, titled *Inside Out For: Maturing*, explored the concept of people, societies and ideas, with the passing of time.



13

14

@hudsonsquareny said:
On this International Day of Peace, we invite you to share your wish for the world. Comment below and visit our #1000cranes installation at #FreemanPlaza

Deriving from an ancient Japanese legend, making a strand of one thousand origami cranes has become symbolic of an international movement for peace, happiness and health. In FY2018, the BID launched *The Thousand Cranes of Hudson Square*, a team-building and public art project in which our community came together to create one thousand origami cranes to adorn the fence surrounding Freeman Plaza West. Participants from Warby Parker, Financial Times, Cadillac, TripAdvisor, AdTheorent, PANYNJ, Galvanize, Designtex, Cision, and HERE Arts Center wrote their wishes onto origami paper before folding their cranes and helping us transform the fence into a beautiful piece of art and a symbol of hope.

A Wish for the World: Thousand Cranes by the Hudson Square Community



@tomokazumatsuyama said: Portrait of Woodstock by Snoopy by @tomokazumatsuyama Come check these murals of #snopyglobalart project in Hudson Square NYC along with our friends @kennyscharf @robpruitt5000 @friendswithyou @ninachanel @andresaraiva @assumevidastrofocus #Snoopygrams, thx to @culturecorps



@littlekidnyc said: A Little Help ♥ The Doctor is OUT but the amazing new Peanuts mural installation are IN Hudson Square!

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Peanuts X Hudson Square

This past April, Snoopy and the gang came to Hudson Square in the form of wildly imaginative, larger-than-life murals by seven acclaimed contemporary artists. In partnership with The Peanuts Global Artist Collective and the local Children's Museum of the Arts, we turned our streets into canvases for riffs on Charles Schulz's iconic work. The murals enlivened the neighborhood and brought to life the beloved Peanuts characters like never before! The global project launched all over the world in San Francisco, Mexico City, Paris, Seoul, Tokyo and in New York City's sole location, Hudson Square!

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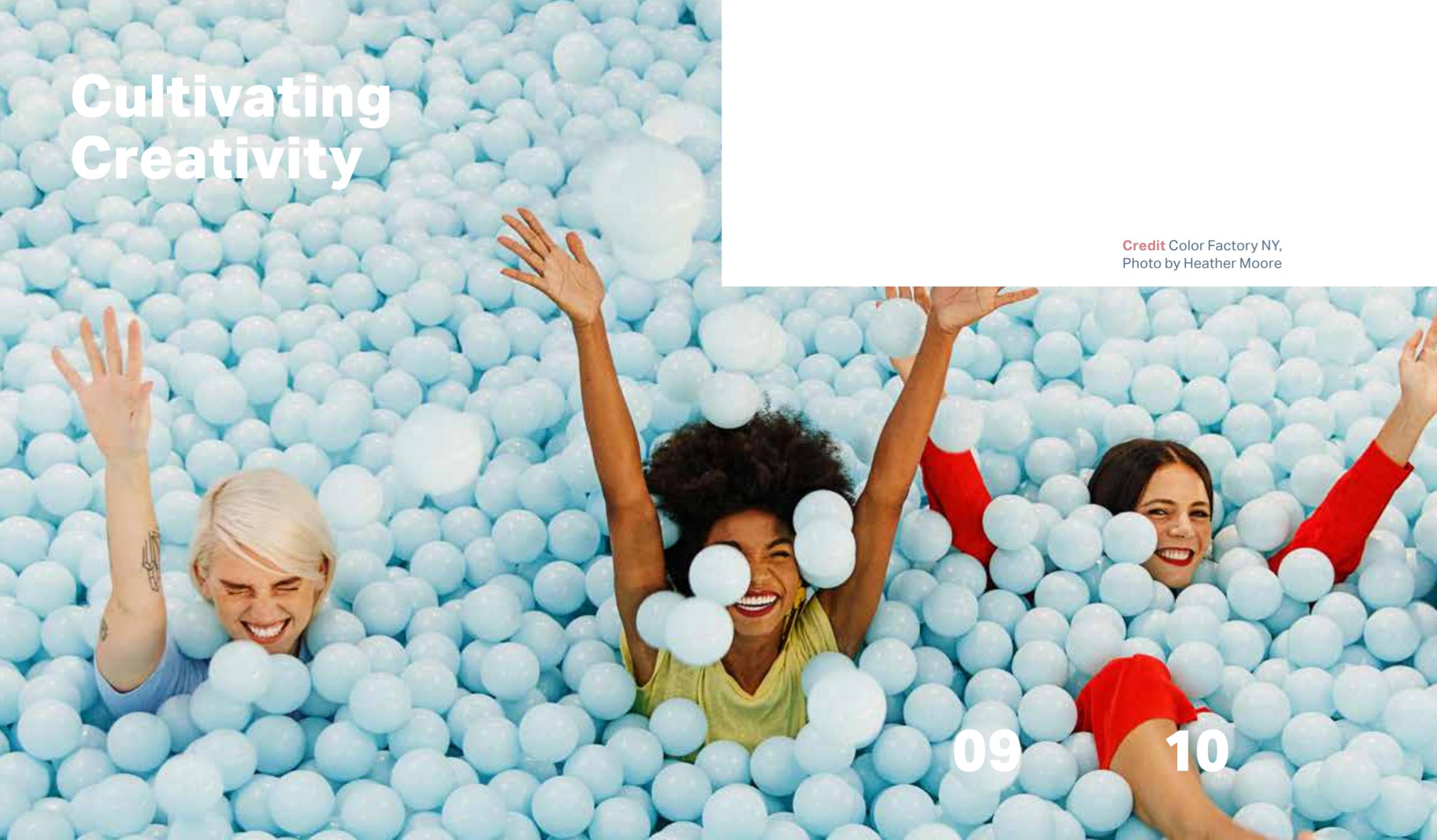


The seven acclaimed contemporary artists included Rob Pruitt, André Saraiva x Mr. A, Nina Chanel Abney, AVAF, FriendsWithYou, Tomokazu Matsuyama and Kenny Scharf.

Cultivating Creativity



Credit Color Factory NY,
Photo by Heather Moore



09

10

71% of Hudson Square's workforce are in creative industries. The neighborhood's street and public art cultivates and highlights this creative spirit. From a communal art installation to Hudson Square's contribution to a global movement, Hudson Square's creativity was on display this year. We even witnessed the new friendship between brown clad UPS drivers and the Peanuts protagonist Charlie Brown!



@newlin777 said:
 Thankful that businesses have a community bond, and for how active our bid is in getting everyone involved!

Bringing the Community Together

Hudson Square is a vibrant neighborhood of creative companies and people. Our network of Affinity Groups works to cultivate a connection among the various creative companies that call Hudson Square home. In FY2018 the program included our annual Human Resources Breakfast and a Lunch and Learn with companies of 330 Hudson Street. These events allowed creatives to mingle, connect, and learn from their fellow Hudson Square neighbors.



Above Mr. Jones's cocktail, The Other Side, won our Instagram competition for spookiest cocktail. **Top Left** Nate from Multivu won our Facebook costume contest. **Bottom Left** Mario Cart costumes from Concentric's costume party

Hudson Scare

Halloween and the Hudson Square community fit each other like a glove. Each year many local companies hold parties and events which encourage our media, communications, design and other professionals to take advantage of Halloween as an opportunity to express their imagination and originality.

Hudson Square is also the first stop for the famous Greenwich Village Halloween Parade and has been for the past 40 years, acting as home base for parade floats and press. For the past two years the BID has used Halloween as a key seasonal moment to bring together our creative community and encourage people to visit our retail. In FY2018 Hudson Square became Hudson Scare during the week leading up to Halloween with a spooky cocktail competition on Instagram and a costume contest on Facebook. Congrats to our winners!

@elcolordehector4ion said:
 Hudson Square have been invaded by Witches and Warlords Run into @arrojosoho and @elcolordehector4arrojo will protect you. #nychairsalon #sohohairsalon #nychaircolorist #soho #hudsonsquare #hair #nyc #nycstyle #halloween #loveyourhair #thingsthathappenatarrojo @hudsonsquare





📍 @donaldsonbrothers said:
 Loungin! #QuinnRyan
 #HudsonSquare #toddlerfashion
 #ToddlerInTheCity #Summertime
 #ToddlerApproved #CityKids
 #SummerInTheCity #NYC
 #redwhiteandblue

Programming in Freeman Plaza West

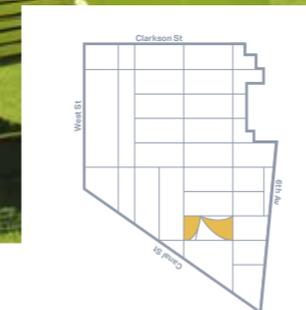
This Spring, the neighborhood celebrated the fifth anniversary of Freeman Plaza West with a party, marking the start of the season. Members from the Hudson Square community gathered to connect, relax and check out the plaza's new look. The party featured live music and free food samplings from local vendors Adoro Lei, Wandering Bear Coffee, Manhattan Mini Storage and Katchkie Farm. While partygoers tasted local treats and cold brew, entertainment on the turf lawn was provided by Real Pilates with Office Detoxes and the Children's Museum Art with an Adult Art station.

Our improvements at Freeman Plaza West opened up the space's potential for programming. The BID partnered with local institutions to create a summer schedule of free programs open to all. From evening Pilates with Real Pilates' founder Alycea Ungaro to midday personalized stretching with Lymbr instructors, Freeman Plaza's programs allowed participants to take a break, enjoy our new space and come together as a community. We had over 300 participants join the summer fitness programs in Freeman Plaza West!

📍 @HudsonSquareNYC said:
 We made it to Friday #HudsonSquare!
 This week flew by with the awesome
 programing we had in #FreemanPlaza.
 Can't wait for you to join us next week.



05



Freeman Plaza Usage

06

This year we sought to capture data to help us understand the community's usage of Freeman Plaza East and West, and to help inform future decisions. We even conducted a survey and asked for community feedback on the space.

Some Things we Learned:

- 50,000+ projected visitors* to both Freeman Plaza East and West for FY2018
- 30,000 projected visitors to Freeman Plaza West for the season
- Over 300 participants in our summer fitness programs

* All data from Eco-Counter mid May-mid November

We asked survey participants "What do you like the most about Freeman Plaza?"

Highlights From the Responses:

"Love that there is an outdoor space available to visit during the week when I'm feeling the need to go for a walk or want to take my lunch outside, and am excited that you are all so passionate about making it a welcoming and accommodating space for those that visit!"

"The BID made something out of nothing where people can just relax."

Creating an Engaging Neighborhood

In Hudson Square, food fairs, outdoor fitness classes and seasonal parties bring together and engage the community. Central to the BID's mission is the creation of street activations that bring the energy from inside our buildings out into the neighborhood. Whether through a Japanese band marching on King and Hudson, or a local company's bicycle that produces foamy cold brew, FY2018's activities showcased Hudson Square as an engaging neighborhood filled with vibrant people.



Popup New York Summer Social

On June 21st, the BID closed down King Street between Hudson and Greenwich Streets for a Popup New York fair. On summer's first official day, we initiated the season in Hudson Square with crafts, food and a live musical performance from the Sepukku Pistols, a Japanese band with traditional instruments and costumes.

Local Vendors Included:

- Westville
- The Dominick Hotel
- Real Pilates

03

04



Liz Neumark
Chair



Ellen Baer
President + CEO

A message from the Chair and the President

You can feel it, from the hum of Hudson Street to the vibrancy of Varick—ideas being forged, new businesses incubated, bright minds collaborating and the world watching. This is where the doers are—the place of big dreams and big results.

You're in Hudson Square—where ambition meets action and the vibe is real and happening now. We're New York's creating edge, embraced by Soho and Tribeca, but defined by our dynamic fusion of fast-growing commercial and residential communities. All of us engaged, energized and evolving, like Hudson Square itself.

Once home to whirring presses and printers' magic, Hudson Square today hosts digital wizards, catering connoisseurs, brilliant broadcasters, talented trendsetters, serious scientists and global brand beacons. They come for the creative energy, our human-scale streets, expansive office-space, and the excitement of a community on the move—where an industrious past is the foundation for a bold stake in what's to come.

Here we envision new and unexpected green spaces, support an environmental ethos, and reimagine vintage loading docks as state-of-the-art lobbies and offices. Buildings constructed to shoulder giant machines are now home to leading technologies and media start-ups that are inventing our future, while gleaming new apartments and loft-like offices offer unhindered views of the city and the world beyond.

Ours is a community purpose-built to take on big challenges and produce tremendous and beautiful results. Our sole mission at the Hudson Square BID is to propel, support, and celebrate this great neighborhood for what it is—one of the most energizing locations in the world's most exciting city. We're uniquely driven to succeed in New York's bustling environment because we know where we're going and are busy making it happen every day.

01



02

For those who dream big, your home is here—at the creating edge.

@HudsonSquareNYC said:
#HudsonSquare pro tip: As a former home to printing presses, we're home to some of the most gorgeous and unique architecture in #NYC. Don't forget to look up (or down) once in a while and appreciate it. #WednesdayWisdom

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Making Places

FY2018
Annual
Report