Making Spaces
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 keeping our neighborhood clean!

Right: Hudson Square BID staff working at the FY2017 Annual Meeting in November. Every year in November the community gets together to recap the year and learn about BID programs.
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
Starll Management

David Godbout
Trinity Real Estate

Brett Greenberg
Jack Resnick & Sons

Shegun Holder
Jamstown Properties

Patricia Kliecanda
New York Genome Center

John Maltz
Groover-Maltz

Phu Moungpou
PJ Charlton Restaurant

Chris Roth
Hines

Susan Sakin
Viacom

Niels Schuurmans
Viacom

Kate Swann
Blue State Digital

Donna Vogel
GFP Real Estate

Kim Whitner
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
Brooklynite
Broome Street Academy
The Door
Cafè Lac
Café Hugo
Chelseia 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
Designitex
Denimus
Edelman
Financial Times
Galvanize
Growth Performances
Guy Nordenson and Associates
HERE Arts Center
Hines
Horizon Media
InDemand
The Jerome L. Greene Performance Space
Juice Press
Katchkie Farm
Lazy Point
Local & Vine
Lyman
Mae Mae Café
Manhattan Mini Storage
Medidata
Julie and Edward Minskoff
Momentum
MultiVu
NYC School
New York Genome Center
New York Public Radio
Open
OCT Markets
Physique 57
Port Authority of New York & New Jersey
ProPublica
Real Plates
Sachs Insight
Springer Nature
SOB’s
Tony Dapolito Center
Trinity Real Estate
TripAdvisor
Union Bar & Kitchen
United Entertainment Group
United Parcel Service
Vandoma Group
Viacom Entertainment Group
Wandering Bear Coffee
Warby Parker
WebMD
Workman Publishing
### Fiscal Year 2019 Operating Budget

**Traffic & Streetscape**
- 29%

**Administration**
- 14%

**Marketing & Economic Development**
- 27%

**Public Realm Operations**
- 30%

### 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 Activities

<table>
<thead>
<tr>
<th></th>
<th>2018 (Unaudited)</th>
<th>2017 (Audited)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SUPPORT AND REVENUES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assessment Revenue</td>
<td>$2,500,812</td>
<td>$2,500,000</td>
</tr>
<tr>
<td>Program Service Revenue</td>
<td>$19,532</td>
<td>$6,250</td>
</tr>
<tr>
<td>Government Grants</td>
<td>$352,829</td>
<td></td>
</tr>
<tr>
<td>Interest and Other Income</td>
<td>$18,743</td>
<td>$12,789</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$2,940,087</td>
<td>$3,348,528</td>
</tr>
</tbody>
</table>

| **EXPENSES**          |                 |                |
| Traffic and Streetscape | $547,634       | $584,414       |
| Marketing & Econ Development | $647,659     | $636,270       |
| Public Realm Operations  | $640,433       | $390,268       |
| Public Realm Improvements | $1,516,510   | $1,661,825     |
| Administration          | $308,012        | $348,940       |
| **Total**              | $3,750,248       | $3,958,757     |

| **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     |

### Statement of Financial Position

<table>
<thead>
<tr>
<th></th>
<th>2018 (Unaudited)</th>
<th>2017 (Audited)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash &amp; Cash Equivalents</td>
<td>$4,060,810</td>
<td>$3,205,490</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>$27</td>
<td></td>
</tr>
<tr>
<td>Property and Equipment, Net</td>
<td>$317,710</td>
<td>$139,978</td>
</tr>
<tr>
<td>Prepaid and Other Assets</td>
<td>$4,296</td>
<td>$3,033</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$4,402,824</td>
<td>$3,348,528</td>
</tr>
</tbody>
</table>

| **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

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Administration</th>
<th>Marketing &amp; Economic Development</th>
<th>Traffic &amp; Streetscape</th>
<th>Programs</th>
<th>Public Realm Operations</th>
<th>District-wide Improvements</th>
<th>Hudson Street</th>
<th>Spring Street Park</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BID Assessment¹</td>
<td>$2,000,000</td>
<td>386,250</td>
<td>561,250</td>
<td>761,250</td>
<td>791,250</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interest</td>
<td>$15,000</td>
<td>3,750</td>
<td>3,750</td>
<td>3,750</td>
<td>3,750</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Service Revenue</td>
<td>$15,000</td>
<td>5,000</td>
<td>5,000</td>
<td>5,000</td>
<td>5,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$2,330,000</td>
<td>460,000</td>
<td>676,000</td>
<td>776,000</td>
<td>800,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| **EXPENSES**         |       |                |                                  |                       |          |                         |                            |               |                   |
| Program/Operating Expenses |       |                |                                  |                       |          |                         |                            |               |                   |
| Contract Services    | $1,132,000 | 84,000          | 339,000                          | 105,000               | 563,000  |                         |                            |               |                   |
| Management & General | $995,000 | 110,000         | 328,000                          | 338,000               | 231,000  |                         |                            |               |                   |
| Purchases & Other Expenses | $524,000 | 168,000          | 73,000                           | 267,000               | 16,000   |                         |                            |               |                   |
| **Total**            | $2,651,000 | 362,000         | 730,000                          | 794,000               | 800,000  |                         |                            |               |                   |

| **BUDGET SUMMARY**   |       |                |                                  |                       |          |                         |                            |               |                   |
| Program/Operating Expenses |       |                |                                  |                       |          |                         |                            |               |                   |
| Contract Services    | $1,132,000 | 84,000          | 339,000                          | 105,000               | 563,000  |                         |                            |               |                   |
| Management & General | $995,000 | 110,000         | 328,000                          | 338,000               | 231,000  |                         |                            |               |                   |
| Capital/Project Expenses |       |                |                                  |                       |          |                         |                            |               |                   |
| Contract Services    | $265,000  |                  |                                  |                       |          |                         |                            |               |                   |
| Streetscape Plan Private Contribution | $3,000,000 |                  |                                  |                       |          |                         |                            |               |                   |
| **Total**            | $3,015,000 | 360,000         | 730,000                          | 794,000               | 800,000  |                         |                            |               |                   |

### Financials

**FISCAL YEAR 2019**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Hudson Street</th>
<th>Spring Street Park</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUPPORT AND REVENUES</td>
<td></td>
<td>92%</td>
<td>2%</td>
</tr>
<tr>
<td>EXPENSES</td>
<td></td>
<td>30%</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Statement of Financial Position**

- **ASSETS**
  - Cash & Cash Equivalents: $4,060,810
  - Property and Equipment, Net: $317,710
- **LIABILITIES/NET ASSETS**
  - Liabilities: $5,441,262
  - Net Assets(Deficit): $(1,038,438)

**Statement of Activities**

- **SUPPORT AND REVENUES**
  - Assessment Revenue: $2,500,812
  - Program Service Revenue: $19,532
- **EXPENSES**
  - Public Realm Improvements: $1,516,510
  - Administration: $308,012

**FUNDING SUMMARY**

- **Revenues**
  - Assessment Revenue: $2,500,812
  - Program Service Revenue: $19,532
- **Expenses**
  - Public Realm Improvements: $1,516,510
  - Administration: $308,012

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

**Fiscal Year 2019 Operating Budget**

**Fiscal Year 2019 Capital Budget**

**Fiscal Year 2019 Budget**

**Statement of Financial Position**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Administration</th>
<th>Marketing &amp; Economic Development</th>
<th>Traffic &amp; Streetscape</th>
<th>Programs</th>
<th>Public Realm Operations</th>
<th>District-wide Improvements</th>
<th>Hudson Street</th>
<th>Spring Street Park</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BID Assessment¹</td>
<td>$2,000,000</td>
<td>386,250</td>
<td>561,250</td>
<td>761,250</td>
<td>791,250</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interest</td>
<td>$15,000</td>
<td>3,750</td>
<td>3,750</td>
<td>3,750</td>
<td>3,750</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Service Revenue</td>
<td>$15,000</td>
<td>5,000</td>
<td>5,000</td>
<td>5,000</td>
<td>5,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$2,330,000</td>
<td>460,000</td>
<td>676,000</td>
<td>776,000</td>
<td>800,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Constituent Services

- 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 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.

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!
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 Verrazano-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.

With the Pedestrian Safety Management Program:

45% Decrease in Blocked Intersections and Crosswalks
36% Decrease in Horn Honks

Traffic and Pedestrian Safety Management

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!
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.

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 cafes

Below Rendering by W Architecture and Landscape Architecture

205 Volunteers Participated in our Annual Daffodil Planting Event
250 Hudson Square Standard Trees

Tree Health and Maintenance

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
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.
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
- Seasonal Planting and 42 Healthy Trees
- Public WiFi
- Bigbelly Trash Cans and Water Fountain
- Refurbished Statue of General Artigas
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.
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

Key
- Current BID Area
- Proposed Expansion Area
- Neighborhood Footprint
- Bicycle Lane
- Bus Stop
- PATH Train
- Subway Stop
- Citi Bike Station
- Access-A-Ride

19

20
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.

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 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.

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

@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!
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.

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, Designbox, 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

@hudsonsquarenyc 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
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!

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

@tomokazumatsuyama said:
Portrait of Woodstock by Snoopy by @tomokazumatsuyama Come check these murals of #snoopyglobalart project in Hudson Square NYC along with our friends @kennyscharf @robprruit5000 @friendswithyou @ninachanel @andresaralva @assumenviaastrofocus #snoopygrams, thx to @culturecorps

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

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!

Credit Color Factory NY, Photo by Heather Moore
Above Mr. Jones’s cocktail: The Other Side, we ran Instagram competition for spookiest cocktails. Top left Nate from Multivu won our Facebook costume contest.

Bottom left Mario Cart costumes from Concentric’s costume party.

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 step 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!

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.

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

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

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

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

Bringing the Community Together

Hudson Scare

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.
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 in Freeman Plaza West!

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 Lymby 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!

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!”
“Can’t wait for you to join us next week.”

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 Baar 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 Outsores and the Children’s Museum Art with an Adult Art station.

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

@donaldsonbrothers said:
Loungin! #QuinnRyan #HudsonSquare #toddlerfashion #ToddlerInTheCity #SummerTime #ToddlerApproved #NYC #redwhiteandblue

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

Programming in Freeman Plaza West

Freeman Plaza Usage

05 06
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.

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
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 printer’s magic, Hudson Square today hosts digital wizards, catering connoisseurs, brilliant broadcast analysts, 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 for environmental ethos, and reimagining vintage loading docks as state-of-the-art lobbies and offices. Buildings constructed to house giant machines are now home to leading technology and media start-ups that are inventing our future, while gleaming new apartments and loft-like offices offer unobstructed 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.

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 printer’s magic, Hudson Square today hosts digital wizards, catering connoisseurs, brilliant broadcast analysts, 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 for environmental ethos, and reimagining vintage loading docks as state-of-the-art lobbies and offices. Buildings constructed to house giant machines are now home to leading technology and media start-ups that are inventing our future, while gleaming new apartments and loft-like offices offer unobstructed 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.

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