

HUDSON
SONS
CARE

2023 ANNUAL

REPORT

HELLO, NEIGHBOR

We love Hudson Square – its buildings, public spaces, trees, restaurants, bars, cafes, and, above all, the creative people who live, work, and spend time here. That’s why we focus so much time and energy on reclaiming every foot of underutilized space that we can. We want everyone to feel welcome, safe, and happy in our tree and plant-filled streets, where it’s easy to find a surprising pop of color on the side of a building or kick up your feet in Freeman Plaza, close your eyes and have a blissful moment feeling far away from the traffic heading into the Holland Tunnel.

The greening of our neighborhood doesn’t just make it beautiful; it is also hugely important as we combat climate change. Our green canopy makes our streets cooler while our large planters and extra wide tree pits and pavers prevent flooding.

Throughout this report, you’ll find examples of the projects our fantastic staff and board are driving forward. As with all of our work, we hope it brings you some moments of joy and fires up your creative soul.



Jeffrey Sussman
Chair

Samara Karasyk
President & CEO

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VIBRANT & DYNAMIC

From our walkable art gallery, #HudsonSquareCanvas, to the “art park” at Freeman Plaza East, beautiful public art makes Hudson Square feel vibrant and dynamic.

This year, we added more eye-catching murals to bring joy to our workers, residents, and visitors and entice them to spend more time in our growing neighborhood.

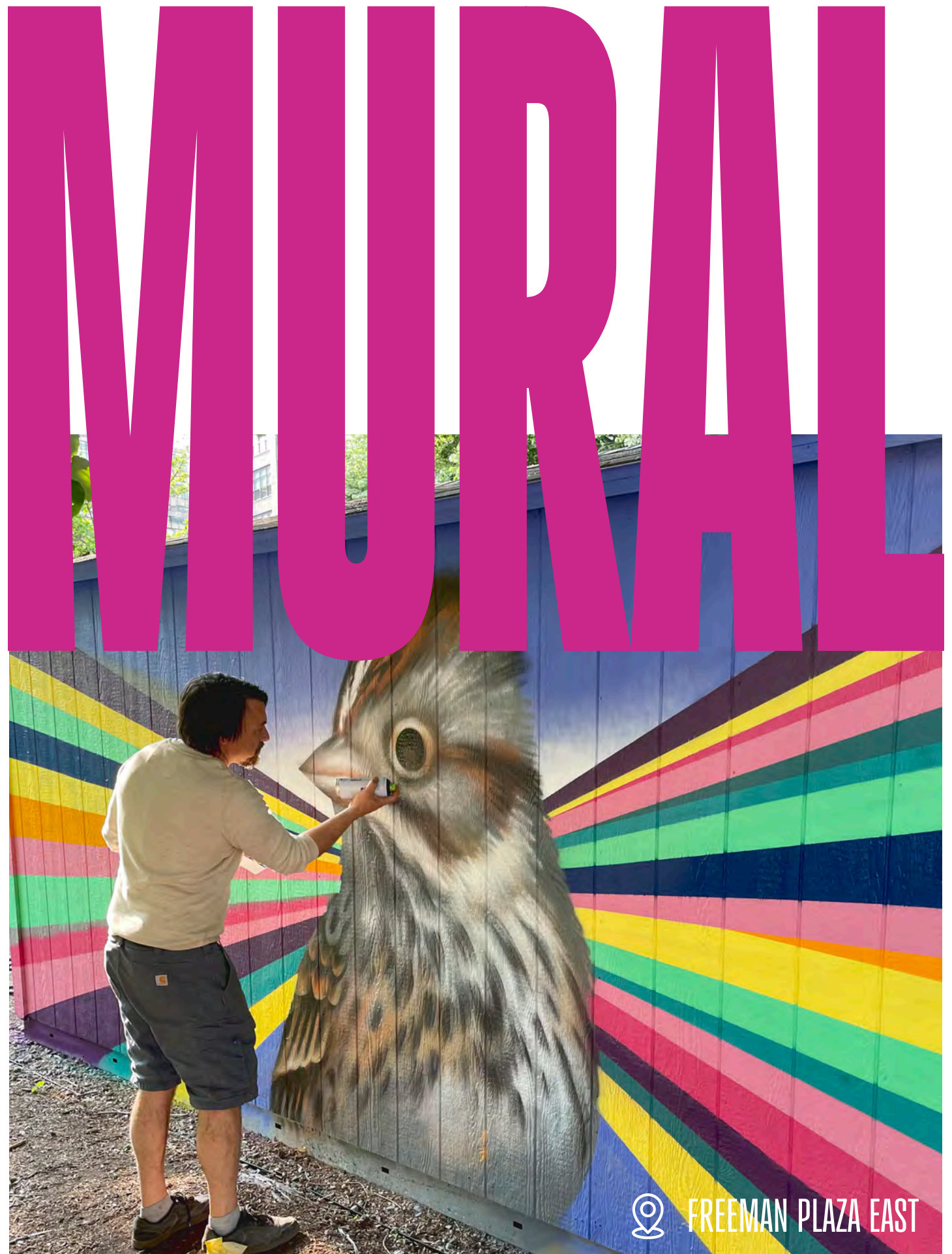


AUDUBON

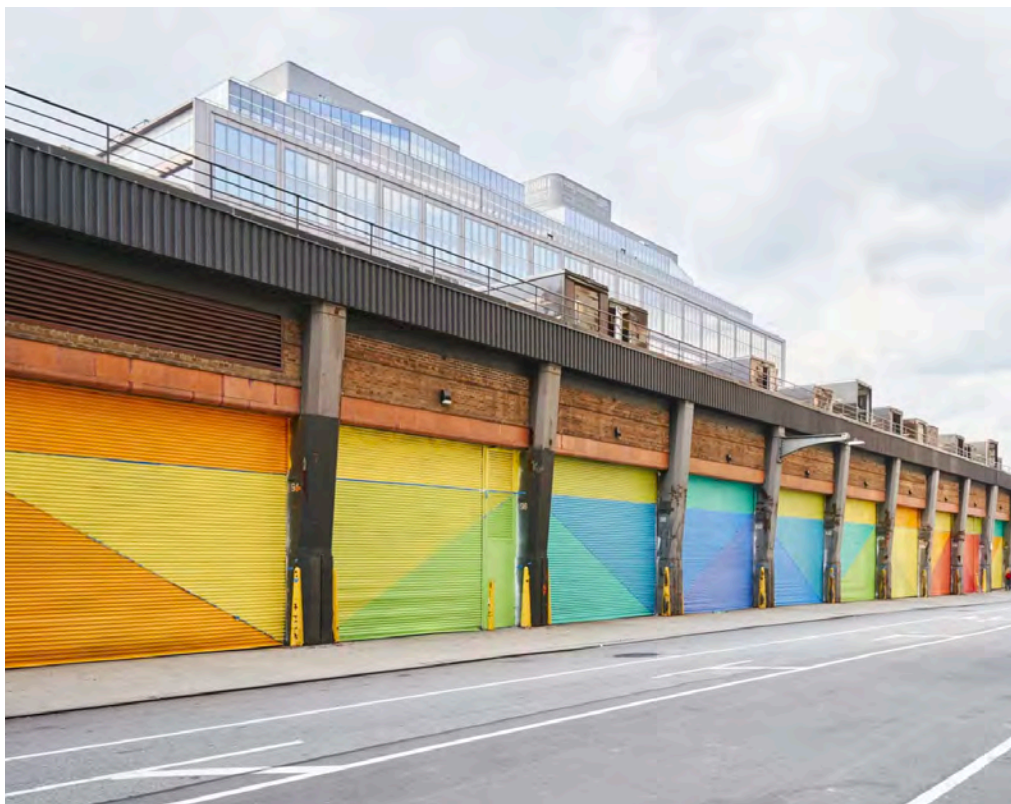


The National Audubon Society, headquartered in Hudson Square, approached our BID to collaborate on a new addition to their public art initiative, The Audubon Mural Project, which raises awareness for birds threatened by climate change.

In May, we unveiled this colorful mural in our existing art park. It speaks to our commitment to building a sustainable and resilient neighborhood.



COLOR IN MOTION



 GREENWICH STREET

Greenwich Street is a vital corridor connecting Hudson Square to Tribeca in the south and the West Village in the north. It's also home to a UPS shipping facility that stretches along four blocks from Houston to Spring Street.

In September 2022, we partnered with UPS, Hudson Square Properties, and Publicolor to paint 11,000 square feet of garage gates with a giant mural called "Color In Motion."

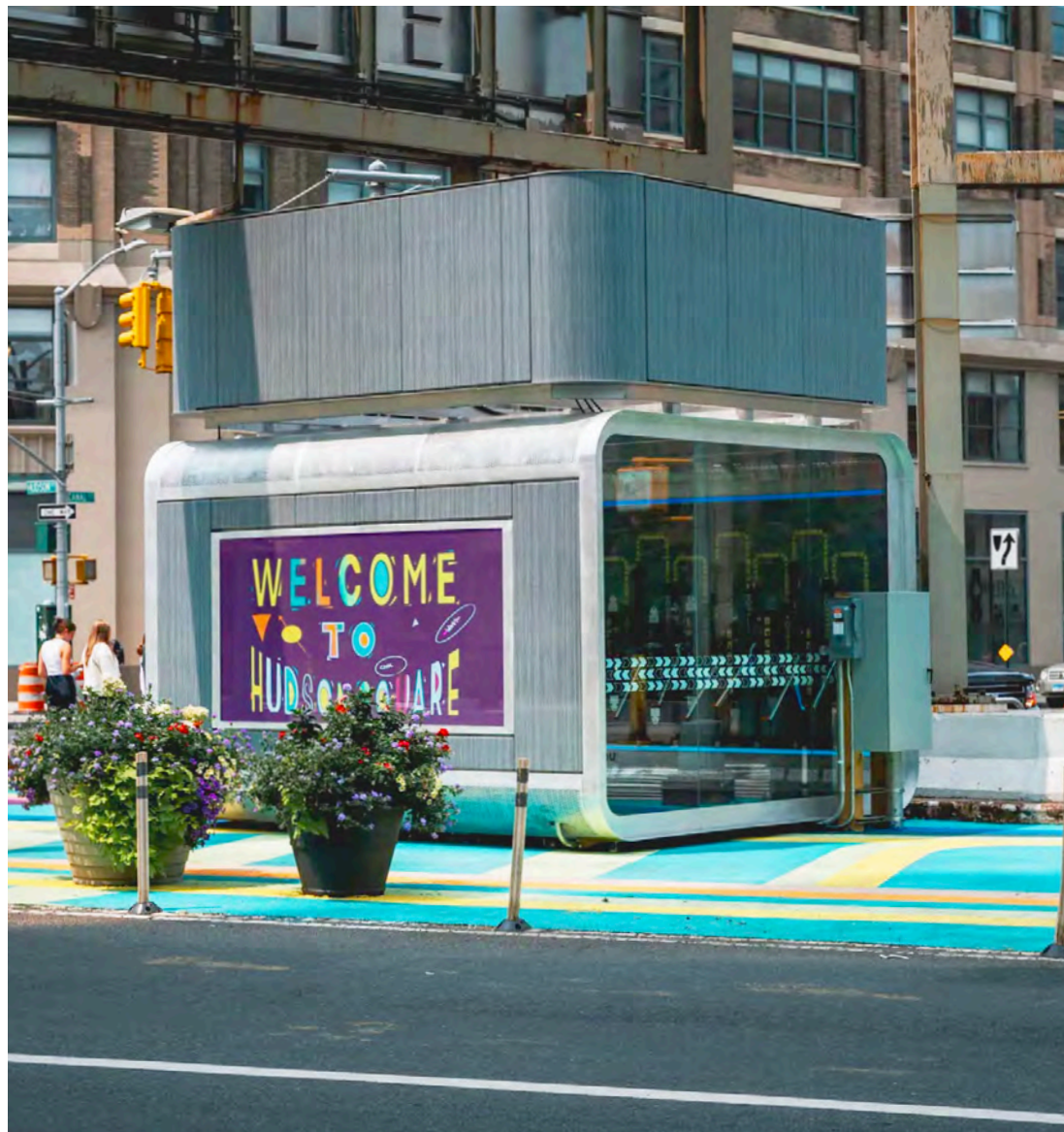
OONEE

POD

We partnered with [Oonee](#) and the Port Authority of NY & NJ to unveil a new “Oonee Pod” in an unexpected location. This structure provides covered and secure bike storage in the pedestrian plaza at the northeast corner of Hudson and Canal Streets.



Ours is the first Oonee Pod to feature a pedestrian safety mural on the ground, creating a visually distinct area for bikers and pedestrians at the mouth of the Holland Tunnel, and giving new life to an underutilized space. The bold colors and graphic patterns represent Hudson Square's creative identity. Inspired by Vignelli's 1972 NYC Subway map, it celebrates the pulse of our city and local transit network.





MAKING A COMMUNITY

CHAPTER 2 — CONNECTING PEOPLE & BUSINESSES

CREATIVE CAMPUS

Hudson Square is a creative campus where innovation happens every day.

We see the BID's role as a connector - bringing together businesses, workers, and other stakeholders to create unique opportunities for collaboration and inspiration.



SHOWING OUR RETAILERS SOME LOVE



This year, we used leftover materials from our 2020 parklet program to install outdoor seating for local businesses.

We also maintained the popular dining area in front of Seven Grams Caffé to provide patrons with a beautiful outdoor setting to sip some coffee and connect with coworkers.



Speaking of coffee, used grinds from Seven Grams Caffé are finding new life and improving tree health for our Hudson Square Standard trees. The program was so successful that we connected Seven Grams to the City-As-School High School, who are now using waste grinds for composting and greening!

On Valentine's (and BID Day), we distributed HSBID branded candy hearts, taking the opportunity to sneak in a little info about the BID, our programs, and other city services.

Through our outreach, we continue marketing initiatives on earned media to spotlight Hudson Square businesses with featured articles, stories, and posts. We even created curated drinking and dining guides for the neighborhood around holidays and special themes.



“

“Hudson Square is a campus where there are many opportunities for people and businesses to connect. Starting a new run club and partnering with Torch & Crown for trivia and refreshments afterwards felt like the perfect way to expand our run club fitness routine outside of the gym and onto the streets while offering the community a way to explore everything that’s great about the neighborhood.”

- **Jenny Liu**, CEO of Dogpound

DOGPOUND GYM

📍 1 RENWICK STREET





EVEN MORE RETAIL PARTNERSHIPS

In 2023, we built on successful partnerships with local companies to enrich the experience of young people in our community.



We continued our annual Aveda Institute x Chelsea CTE High School Day of Pampering.



We created an eight-month series with independent music company Reservoir Media and young people from The Door. Participants learned about different aspects of the music industry from marketing to music production in small, intimate sessions that encouraged conversation.

EVENTS & SUCH

Our team building events continue to draw workers from their offices to connect over gardening and beautifying our neighborhood.

With the help of students and local workers, we planted over 1,500 daffodil bulbs around our neighborhood last year. Teams from local companies also participated in tree restoration, painting more than 100 tree guards.



We celebrated the 10-year anniversary of Freeman Plaza West and invited workers to our “art park” at Freeman Plaza East. With donated and delicious treats from [Westville](#), [Gregory's Coffee](#), [LTD Pizza](#), [Pine & Polk](#), [Linden's](#), and [Taco Bell Cantina](#), the event was a huge success - attracting about 350 attendees (our highest yet).



LET'S JAZZ IT UP



On Wednesday afternoons throughout June, July, and September, we brought our community together on Little 6th Avenue (next to Spring Street Park) for free outdoor jazz concerts.

With performances by Wayne Tucker, Itai Kriss, and Jason Marshall, our Live At Lunch! series transforms Little 6th Avenue into a pedestrian-only street that is a charming destination for locals and visitors alike.



BRANDING ONLINE AND OFF

Last fall, we leaned into creating enthusiasm for returning to the office. We launched a social campaign that flipped #WFH (work from home) into #WFHudsonSquare. We created FOMO by sharing images of people enjoying the beauty and energy of the neighborhood.

In January, our new Digital Marketing and Communications Associate took a fresh approach to our social and digital marketing.



HUDSONSQUARENYC

960%

PROFILE REACH INCREASE

27K
2022



58K
2023



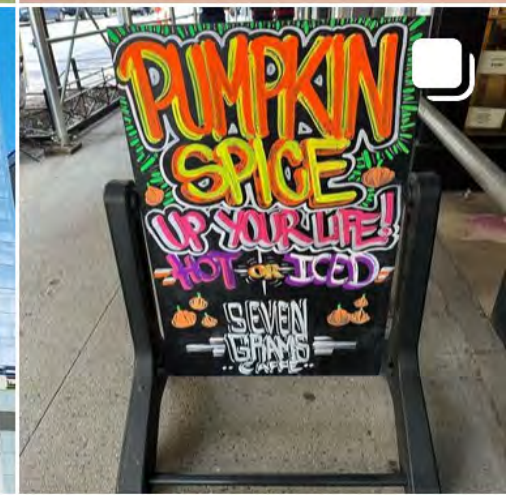
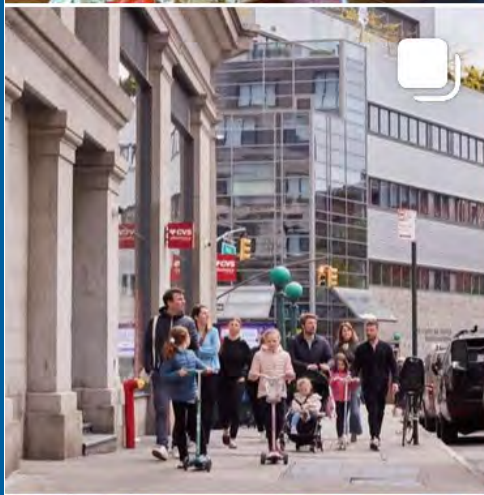
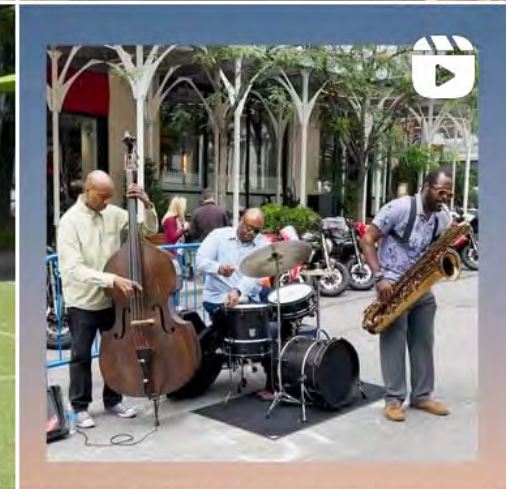


HUDSONSQUARENYC

PRIORITIZING
VIDEO
RESULTED IN

52%

INCREASE IN ENGAGEMENT



74% #IMPRESSION
INCREASE



FROM BID TO BRAND

We tapped into local talent and hired a new branding firm, Six + One, an independently-owned M/WBE company based in the heart of Hudson Square.

“Our agency has called Hudson Square home for 9 years. And we’re not going anywhere. Our neighborhood has that perfect combination of cafes and places to sit without feeling aggressively bougie like Soho. It’s got character, attitude, and momentum to be the best place to work in NYC. We’re happy to be partnering with our friends at HSBID to bring this message to life.”

Eric Rojas

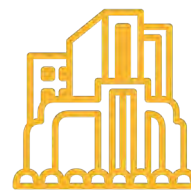
Founder & CCO | Six+One



📍 333 HUDSON STREET

CITY RELATIONSHIPS

As our neighborhood flourishes and more people choose to live, work, and visit Hudson Square, our role as liaisons among Community Board 2, City agencies, NYPD, elected officials, and local stakeholders becomes even more important.



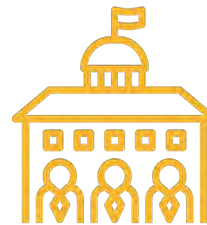
Closely track NYC Agency permits to keep property managers, owners, and tenants abreast of work that may affect them such as film shoots, road closures, and infrastructure projects.



Brief the community about new regulations and initiatives such as outdoor dining and new trash collection rules.



Help constituents navigate City systems and provide resources.



Speak regularly with our main contacts in government to support their public space initiatives and maintain a regular feedback loop on our projects.

WE DO OUR RESEARCH

To better understand the needs of our office tenants, we conducted a workforce survey to inform ground-floor activation, open space development, and programming. It also provided insights into support for capital projects and transit improvements.

Get all the details here:

[EXECUTIVE SUMMARY](#)

[FULL SURVEY RESULTS](#)



***HUDSON SQUARE EMPLOYEES WORK FROM THE OFFICE AT A HIGHER RATE THAN THE REST OF MANHATTAN**

*As of March 2023

WHY WE HOLD EVENTS ON WEDNESDAY

84% 

Of workers are in the office on Wednesdays

WHY WE BUILD PUBLIC SPACES OVER 200

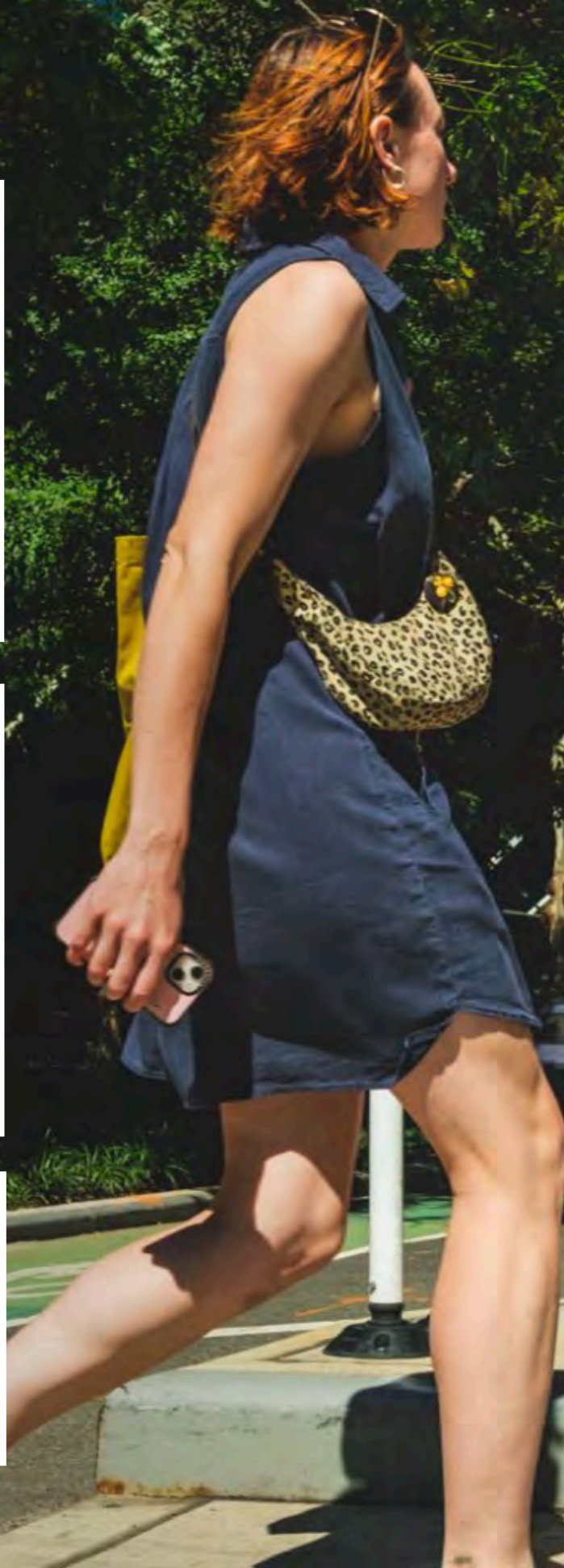
Hudson Square workers wrote in to say green spaces and open spaces make them more likely to work from the office

WHY WE PLANT TREES

90%  Of workers believe that trees provide a better daily experience within the neighborhood

*Based on a survey of 850 Hudson Square employees

MAKING IT CLEAN GREEN & NOT SO MEAN



PEDESTRIAN FRIENDLY

As part of our continued effort to transform Hudson Square into a pedestrian-friendly neighborhood, we're focused on making sure Hudson Square is clean, green, and safe.

The maintenance team works daily as our eyes and ears, empowering us to be nimble and quickly address quality-of-life issues. We coordinate with city agencies such as NYPD and DSNY on cleanups and have a strong relationship with local leadership.



CLEAN

Our devoted Clean Ambassadors are out and about seven days a week. They maintain our streets, sidewalks, and all green spaces.

To remove trash bags from the street, we installed a jumbo Hudson Square branded Citibin storage container, made possible by a generous grant from DSNY.

In addition, we added eight new eye-catching Bigbelly containers, and two nifty composting bins (installed by the city).

800

COLLECTING 750-800
FULL TRASH BAGS PER MONTH



75

REMOVING AN AVERAGE OF
75 INCIDENTS OF GRAFFITI PER MONTH



GREEN

We expanded landscaping services to include Hudson Street and added beautiful planters to a traffic island at the foot of the Holland Tunnel to complement our mural under the new Oonee Pod.

We also worked with the Tree Trust to prioritize the replacement of eight Hudson Square Standard trees and targeted rodent mitigation in planting areas across the neighborhood.



NOT TO BRAG BUT...



Crain's New York Business recognizes Samara Karasyk as a Notable 2023 Leader in Sustainability

"For leading the Hudson Square BID's efforts in prioritizing environmental goals and leading New York towards a greener future."



INSPIRED LEADERS
SHAPING CITIES

IDA (International Downtown Association) Pinnacle Award

"For our redesign of Hudson Street."



Jake McNally recognized as ABNY's Young Professionals June Spotlight of the Month in Climate Resiliency



NATIONAL
ASSOCIATION OF
LANDSCAPE
PROFESSIONALS

The National Association of Landscape Professions Awards of Excellence

"For the renovation of Freeman Plaza East."



NOT SO MEAN

(SAFE FOR EVERYONE)

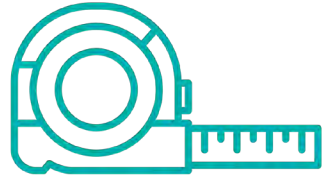


 VARICK STREET EVENING RUSH

We're always exploring new ways to lessen the impact of Holland Tunnel traffic on our community. After evaluating our Pedestrian Safety Manager (PSM) program, we discovered they are most effective on medium-traffic days. This now informs how we schedule our PSMs.

We look forward to the positive impact on traffic in our neighborhood when congestion pricing begins in the spring of 2024.

HOW WE MEASURE



This year, we worked with two buildings along Hudson Street to host cameras that count pedestrians and cyclists, which adds to the data we already collect throughout the neighborhood. This gives us key insights into how people and commuters use our streets and public spaces.

Our existing cameras on Varick Street will help us gauge the impact of congestion pricing and adjust services as needed.

At Spring Street Park, we are partnering with Exteros, an innovative data company that counts directional foot traffic to measure how people come and go. Now, we can measure the success of specific programming, and identify more opportunities to better serve the community with future events.



MAKING IT

PUBLIC

CHAPTER 4 — NEW PUBLIC SPACES



FROM CARS TO PEOPLE

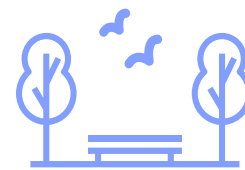


Over the past year, we embarked on our second ambitious 10-year plan to continue transforming Hudson Square into a place for people, offering more safe and enjoyable paths for pedestrians, and easy access to surrounding neighborhoods and Hudson River Park.

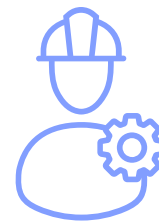
The BID continues to advocate for creative use of the public realm whenever possible. Last June, BID President Samara Karasyk partnered with Sara Lind (Co-Executive Director of Open Plans) to co-author an [AMNY OP-ED](#) on the importance of open spaces in the city. Samara also offered more insight in a [Bloomberg](#) article about the public realm.



MORE ON THE WAY



We began planning with NYC Parks to create a new public space at the vacant city-owned lot located at Houston and Hudson Streets.



In preparation for a major streetscape project on West Houston Street, we hired Sam Schwartz Engineering to conduct a feasibility study, analyzing existing traffic and subsurface conditions. As part of this project phase, we re-engaged key stakeholders to understand the challenges and desired outcomes for the transformation of this busy and critical crosstown corridor.

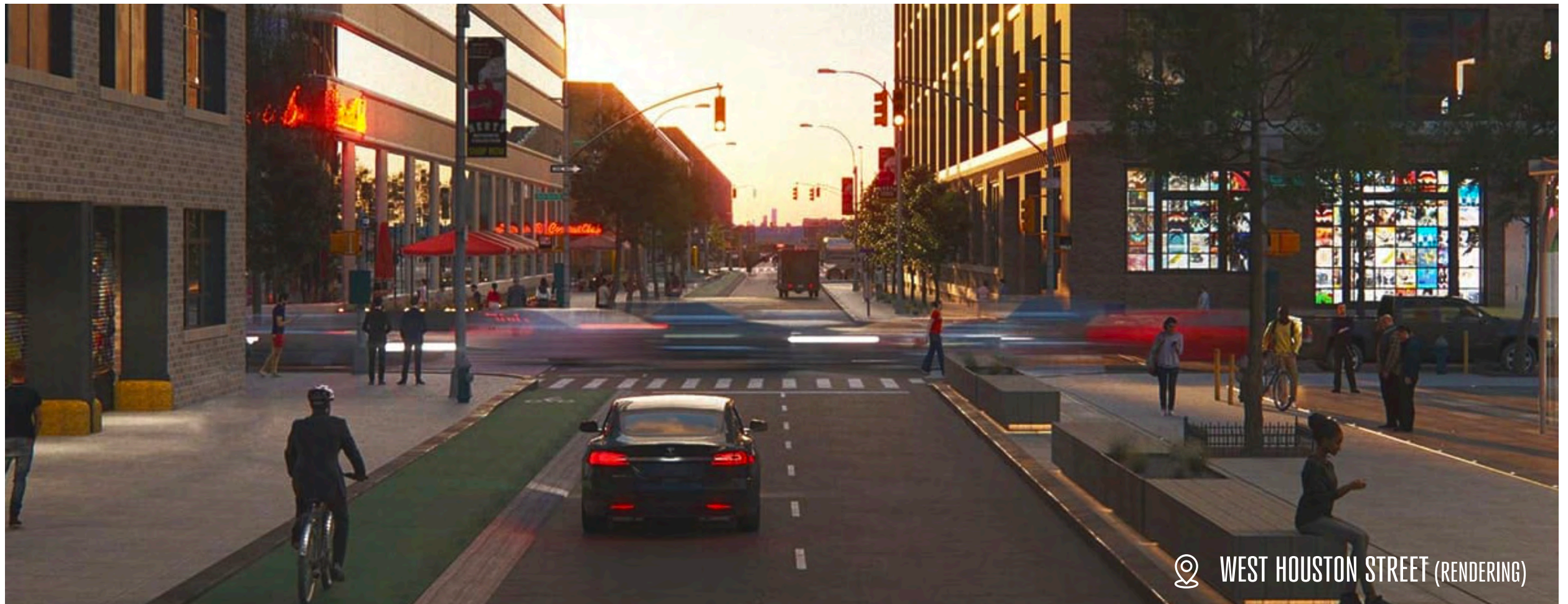


 388 HUDSON STREET

IN THE *FUTURE*

We met with community members and collaborated with City partners to advocate for capital improvements on Houston Street. We are grateful to the offices of the Manhattan Borough President, City Council Member Erik Bottcher, City Council Member Christopher Marte, and other NYC government policy makers for funding and supporting our plan.

Using our award-winning renovation of Hudson Street as a model, a people-focused transformation of Houston Street will play a critical role in making our neighborhood safer and more welcoming for pedestrians and cyclists.



📍 WEST HOUSTON STREET (RENDERING)

WALK TO THE WATER

We are partnering with Google, DSNY, Hudson Square Properties, and NYCDOT to develop and implement a creative wayfinding strategy to establish a clear and inviting “walk to the water” from the heart of Hudson Square to the new crossing at 550 Washington Street.

Artist Clementine Martinez began creating 20 wayfinding spheres that will eventually guide the way.



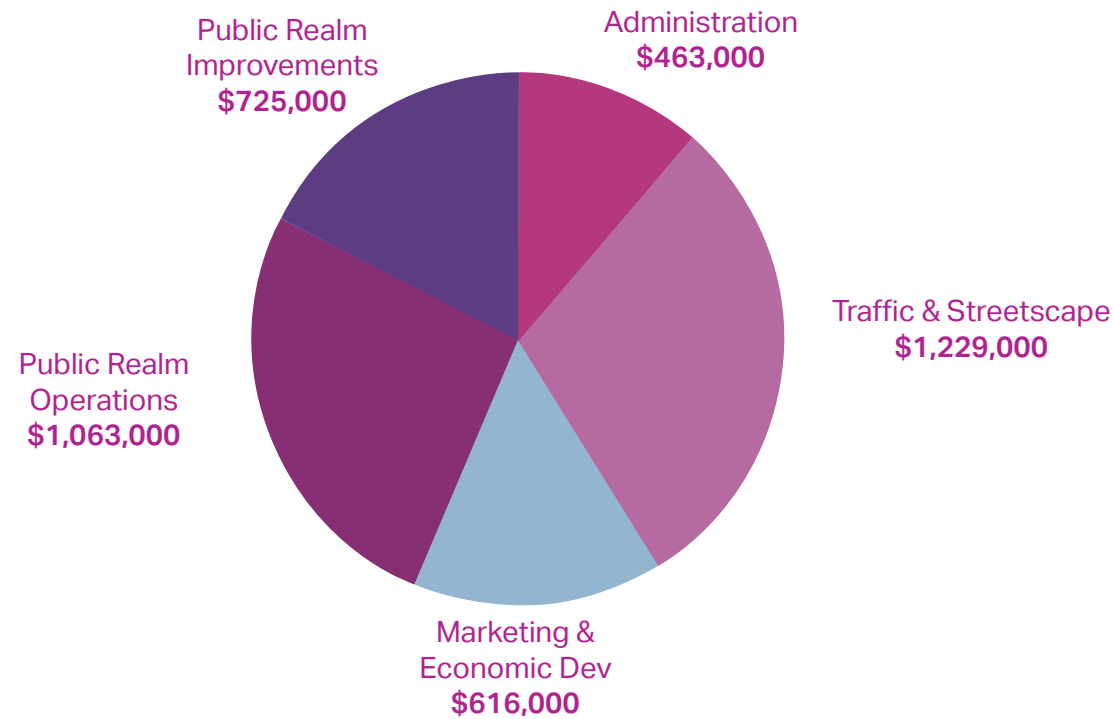


MAKING IT

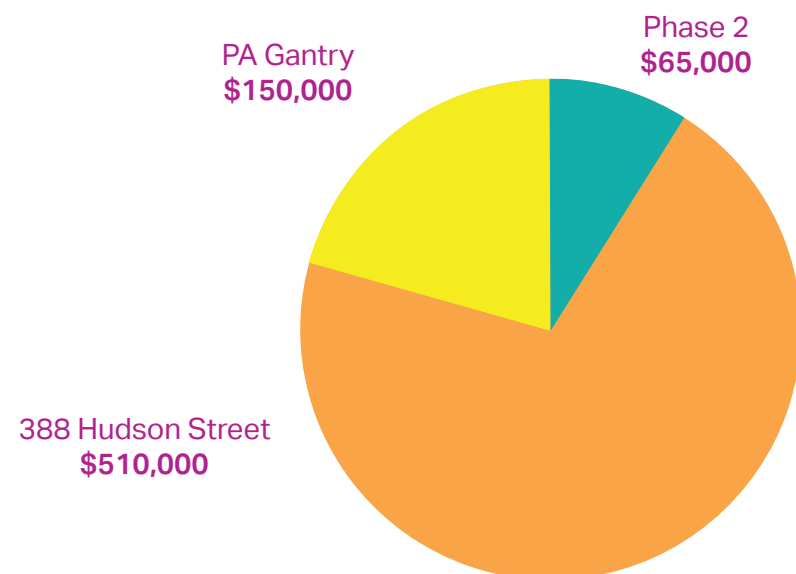
WORK

WHAT WE HAVE, WHAT WE SPEND

ALL EXPENSES



CAPITAL PROJECT EXPENSES



Statement of Financial Position	2023 <i>(Unaudited)</i>	2022 <i>(Audited)</i>
Assets		
Cash & Cash Equivalents	10,154,714	9,486,351
Accounts Receivable	—	2,164
Property & Equipment, net	201,144	262,165
Prepaid and Other Assets	318,156	475,042
	10,674,014	10,225,722
Liabilities / Net Assets		
Liabilities & Bonds Payable	15,886,062	16,512,604
Net Assets (Deficit)	(5,212,048)	(6,286,882)
	10,674,014	10,225,722
Statement of Activities	2023 <i>(Unaudited)</i>	2022 <i>(Audited)</i>
Support & Revenues		
Assessment Revenue	3,200,000	3,200,000
Program Service Revenue	39,907	18,000
Interest & Other Income	88,720	54,080
Total	3,328,627	3,272,080
Expenses		
Traffic & Streetscape	746,072	760,161
Marketing & Econ Development	490,647	549,381
Public Realm Operations	1,071,435	909,113
Public Realm Improvements	72,950	2,402,385
Administration	527,477	542,417
Total Expenses	2,908,581	5,163,457
Increase/(Decrease) in Net Assets (Deficit)	420,046	(1,891,377)

THE NITTY-GRITTY

Projected FY24 Budget

	Total	Administration	Marketing & Economic Development	Traffic & Streetscape	Public Realm Operations	Phase Two	388 Hudson St.	PA Gantry
Revenues								
BID Assessment ¹	\$3,200,000	\$440,500	\$583,500	\$1,145,500	\$1,030,500			
Government Grants	\$70,000	\$17,500	\$17,500	\$17,500	\$17,500			
Open Space Fund Management Fee	\$5,000	\$5,000						
Program Service Revenue	\$45,000		\$15,000	\$15,000	\$15,000			
Total	\$3,320,000	\$463,000	\$616,000	\$1,178,000	\$1,063,000	\$0	\$0	\$0
Expenses								
Program/Operating Expenses								
Contract Services	\$1,373,000	\$93,000	\$302,000	\$184,000	\$794,000			
Management and General	\$1,093,000	\$124,000	\$309,000	\$401,000	\$259,000			
Purchases & Other Expenses	\$883,000	\$244,000	\$5,000	\$624,000	\$10,000			
Capital Project Expenses								
Contract Services	\$725,000					\$65,000	\$510,000	\$150,000
Total	\$4,074,000	\$461,000	\$616,000	\$1,209,000	\$1,063,000	\$65,000	\$510,000	\$150,000
Budget Summary								
Program/Operating Expenses	\$3,349,000	\$461,000	\$616,000	\$1,209,000	\$1,063,000			
Capital Project Expenses	\$725,000					\$65,000	\$510,000	\$150,000
Fixed Assets	\$22,000	\$2,000		\$20,000				
Total	\$4,096,000	\$463,000	\$616,000	\$1,229,000	\$1,063,000	\$65,000	\$510,000	\$150,000
Funding Summary								
Revenues	\$3,320,000	\$463,000	\$616,000	\$1,178,000	\$1,063,000			
Open Space Fund ²	\$510,000						\$510,000	
Capital Reserve Draws ³	\$215,000					\$65,000		\$150,000
Total	\$4,045,000	\$463,000	\$616,000	\$1,178,000	\$1,063,000	\$65,000	\$510,000	\$150,000

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

2. Open Space Fund balance of \$5.84M as of June 30, 2023.

3. Capital Reserve balance of \$2.19M as of June 30, 2023; projected Capital Reserve balance of \$2.7M as of June 30, 2024.

STAFF & BOARD

SAMARA KARASYK PRESIDENT & CEO • **SUZY CHANGAR** SVP MARKETING • **COREY KUNZ** SVP OPERATIONS • **SEAN LEWIN** OPERATIONS ASSOCIATE • **JAMIYA LEACH** DIGITAL MARKETING & COMMUNICATIONS ASSOCIATE • **JACOB MCNALLY** VP PLANNING & CAPITAL PROJECTS • **CARSON MENKES** PLANNING ASSOCIATE

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ROBERT AWUAH NEIGHBORHOOD SUPER • **ISSA NOMBRE** • **MBARA DIOF** • **SALIOU DIOCK**

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SPECIAL THANKS

ADORO LEI · AEW CAPITAL MANAGEMENT · AMERICAN REALTY ADVISORS · AUDACY ·
AVEDA INSTITUTE · COMMUNITY BOARD 2 · COUNCIL MEMBER CHRIS MARTE & STAFF
· COUNCIL MEMBER ERIK BOTTCHEER & STAFF · COURTYARD BY MARRIOTT · CUSHMAN
& WAKEFIELD · DOGPOUND · EDELMAN · FELIX CAFÉ · FINANCIAL TIMES · FUND FOR
THE CITY OF NEW YORK · GFP REAL ESTATE · GODDARD HOMELESS OUTREACH · GOOGLE ·
GREINER-MALTZ · GREGORYS · HARRY'S · HUDSON SQUARE PROPERTIES · JACK RESNICK
& SONS · JACKIE ROBINSON FOUNDATION & MUSEUM · JULIE & EDWARD MINSKOFF ·
LINDENS · LTD PIZZA · MAMAN KING · MANHATTAN BOROUGH PRESIDENT MARK LEVINE & STAFF
· NATIONAL AUDUBON SOCIETY · NEW YORK CITY DEPARTMENT OF PARKS & RECREATION &
TREE TRUST · NEW YORK FIRE MUSEUM · NEW YORK GENOME CENTER · NEW YORK PUBLIC
RADIO · NONNA BEPPA · NYPD 1ST PRECINCT COMMUNITY AFFAIRS & NCOS · NYPD
6TH PRECINCT COMMUNITY AFFAIRS & NCOS · NYC DEPARTMENT OF ENVIRONMENTAL
PROTECTION · NYC DEPARTMENT OF TRANSPORTATION · NYC DISTRICT COUNCIL OF CARPENTERS
· NYC MAYORS OFFICE – MEERA JOSHI & YA-TING LIU · OLMSTEAD PROPERTIES ·
OONEE · SUPERINTENDENT PETER QUINN NYC DEPARTMENT OF SANITATION · PINE & POLK
· PORT AUTHORITY OF NY & NJ · PUBLICOLOR · RESERVOIR MEDIA · SEVEN GRAMS CAFFÉ ·
SHERWIN-WILLIAMS CO. · STELLAR MANAGEMENT · STORAGE MART · STUDIO FANTÁSTICO
· TACO BELL CANTINA · THE DOOR · TORCH & CROWN · TRINITY CHURCH WALL STREET ·
WALT DISNEY COMPANY · WESTVILLE

AND ALL THE PEOPLE, BUSINESSES, & CREATORS THAT
MAKE IT IN HUDSON SQUARE!

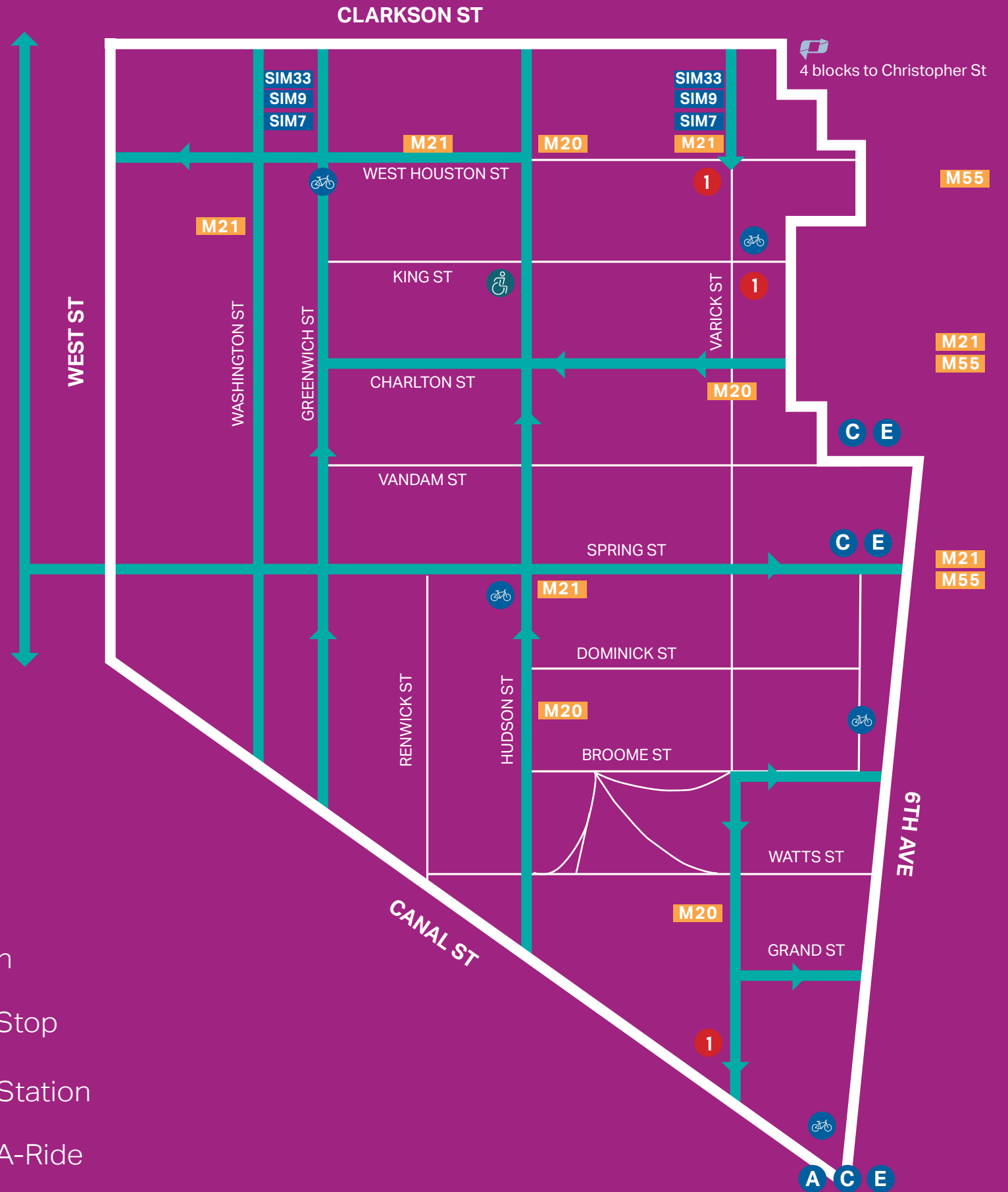
GETTIN' AROUND

HUDSON SQUARE TRANSPORTATION MAP

MAP KEY

-  Neighborhood Footprint
-  Bicycle Lane
-  Bus Stop

-  Path Train
-  Subway Stop
-  Citi Bike Station
-  Access-A-Ride



SEE YOU NEXT YEAR

HUDS
NOS
NOS
ARE

