

HUDSON
SQUARE
ARENAS

ANNUAL REPORT

2024



BEFORE YOU DIG IN



Jeffrey Sussman (Board Chair)
Samara Karasyk (BID President)

We're delighted to share what's happening in Hudson Square — a neighborhood that's no longer a hidden gem, but a hub for some of the biggest names in the world. With companies like Disney and Google now part of our community, Hudson Square is stepping into the spotlight as a true destination for innovation and creativity. This mix of cutting-edge businesses alongside our beloved local spots — from cozy cafes to Michelin-starred restaurants — is what makes our neighborhood so special.

Hudson Square's transformation is in full swing. We're reclaiming every inch of our streets by expanding green spaces and adding vibrant murals. We're also excited to be working on a brand-new plaza at Hudson and Houston Streets, creating even more space for workers to relax and connect. Meanwhile, our sustainability and safety efforts are future-proofing our streetscapes, keeping them cool, green, and comfortable for pedestrians.

Now, we welcome you to read through this report to see what we've done and get excited about what's next!

04

Chapter 1

**MAKING
ART**

Placemaking with
Public Art

11

Chapter 2

**MAKING A
COMMUNITY**

Connecting People
& Businesses

20

Chapter 3

**MAKING IT
CLEAN, GREEN
& SERENE**

Beautification & Safety

25

Chapter 4

**MAKING IT
PUBLIC**

New Public Spaces

TABLE OF CONTENTS

31

Chapter 5

**MAKING IT
WORK**

Budgets &
Financial Info

34

**STAFF &
BOARD**

35

**SPECIAL
THANKS**

36

**TRANSPORTATION
MAP**

CHAPTER 1

204 VARICK ST.

MAKING ART

Placemaking With Public Art

THE BOLD & THE BEAUTIFUL

Bold, beautiful artworks are a staple of Hudson Square. They convey the neighborhood's vibrancy and creativity, making for an inviting and inspiring pedestrian experience.

Last year, Hudson Square BID built upon the already impressive #HudsonSquareCanvas project. We added more art to the walkable "gallery" along Varick Street and expanded its boundaries to include more art throughout the neighborhood.

"Varick Street Verticals" by Katie Merz, 2019

WALK TO THE WATER

We commissioned artist Clementine Martinez to create 20 hand-painted spheres celebrating Hudson Square’s culture and history — from landmarks like Vice President Aaron Burr’s former residence and departure site for his duel with Alexander Hamilton to Paradise Garage, an iconic symbol of LGBTQ and AIDS history and advocacy.

These spheres guide pedestrians from Spring and Hudson Streets to the new Hudson River Park crossing at 550 Washington Street. We also developed a digital guide featuring audio interviews with local experts, bringing each globe to life with detailed history and photos.



"Walk To The Water" by Clementine Martinez

📍 315 HUDSON ST. → 550 WASHINGTON ST.



GET THE DIGITAL GUIDE

OUR GANTRY MURAL



"We're Freeing Ourselves"
by Shawna X

📍 VARICK ST. (BETWEEN
SPRING AND VANDAM)

Soaring above Varick Street on the back of the Holland Tunnel directional sign for cars, we installed a 200 sq ft mural that only pedestrians can see!

Created by visual artist Shawna X, this is the first ever public art on a city roadway gantry. *"We're Freeing Ourselves"* is a creative way to repurpose underutilized public infrastructure by adding art.

TRANSLUCENT ELEGANCE



"Translucent Elegance"
by Kuki Go

 161 VARICK ST.

We collaborated once again with Storage Mart, and 161 Varick Street now hosts a temporary art installation by NYC-based 3D tape artist Kuki Go.

An homage to the art deco architectural history of the neighborhood, this innovative art form brings a fresh perspective and a new medium to our public art.



"To the Moon, and Back" by Geraluz & Werc



NASA MURAL

We are thrilled that NASA approached Hudson Square BID to collaborate on the first mural under the agency's new art program.

Unveiled in late summer 2024, this two-panel space-themed mural illustrates Hudson Square's far-reaching reputation as a neighborhood of creative companies and vibrant, imaginative public artwork. The artist's son was the inspiration for the astronaut. 2044, the number on his suit, represents the year he will be eligible to fly to the moon (and beyond) with NASA.

📍 350 HUDSON ST. (ON CHARLTON ST.)

PUBLIC ART FOR PUBLIC RADIO

In celebration of WNYC's 100th anniversary, Katie Merz, an acclaimed multidisciplinary artist and lifelong New Yorker who is no stranger to Hudson Square (she created "Varick Street Verticals" at The Marriott), produced another public art piece on the street-facing windows of The Greene Space, drawing it in real-time while Brian Lehrer listeners called in with design ideas.

"Public Art For Public Radio"
by Katie Merz



CHAPTER 2

Google

MAKING A COMMUNITY

Connecting People & Businesses

NO BLAND IN OUR BRAND

Last year, we tapped into local talent and hired Hudson Square-based branding firm, Six+One. The team's knowledge and passion for the neighborhood led to the creation of a new brand identity that's more reflective of the clever, creative, and playful spirit of our community.

Together, we revamped the way that we share the BID's work by launching a refreshed approach to the Annual Report with an engaging and award-winning (and hysterical) [video](#).

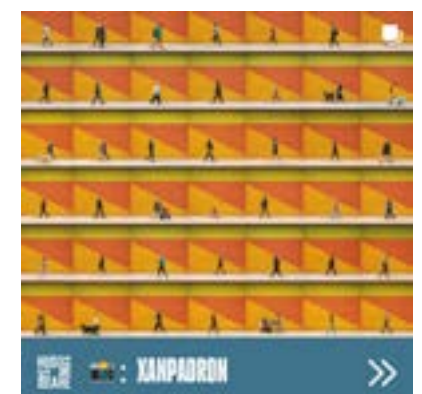




Throughout the neighborhood, we installed our colorful and witty signage on 2 Citibins and 36 Bigbelly trash cans.

Additionally, we created lamp post placemaking banners that highlight the new brand, even offering local stakeholders an opportunity to sponsor a banner and promote themselves!

58,450 IMPRESSIONS IN 90 DAYS



We gave our growing social media channels a bold new look to match our colorful brand, helping us better connect and represent our local creative community.

 hudsonsquarenyc



ENGAGEMENT WENT

UP **756%**

OVER THE LAST 3 MONTHS

We got people talking and ENGAGED. Giveaways with our retail partners and social media polls were a huge success! (Who doesn't want a lamp from Zafferano?)

CONNECTION & COMMUNITY

This year, we created even more opportunities for Hudson Square employees with shared interests to come together, both online and in real life.

We hosted a Pride mixer at Linden's, bringing together LGBTQ employees from all the different companies and organizations that work and live in Hudson Square.

Our annual Human Resources Breakfast brought together 22 companies throughout the neighborhood to discuss the most pressing needs and shared interests of our workforce and find new ways to bring the community together.



“ They bring people together from totally different industries, giving us a sense of greater community right in the neighborhood where we work. ”

– Molly Zalman, Wieden+Kennedy 150 Varick St.

WE HSOQ BUSINESSES

We believe that NYC (and the world!) is ready to recognize Hudson Square as a hub of creativity and innovation, as proven by the local businesses that call our neighborhood home.

We showed our retailers much love on Valentine's Day, and brought them together for Small Business Saturday and BID Day.

On our social media channels, we highlighted local retailers with dedicated reels. These posts consistently rank among the most popular and engaging on our [**@HudsonSquareNYC**](#) Instagram account.

Drip Coffee

 75 VARICK ST.



HELLO MENTORSHIP



We brought young people in our community together by connecting organizations and companies for unique live events.



Reservoir Media invited young people from The Door to their offices for a series exploring careers in the recording industry.



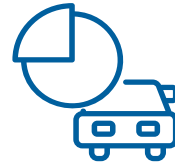
After successfully partnering to create a Spa Day for students, Chelsea CTE and Aveda came together for Aveda's "Catwalk for Clean Water" event this year — a fashion runway show, where the Chelsea students worked as runway photographers.



Hudson Square teens also helped out at this year's Freeman Plaza Opening Party! City-As-School HS students presented an art show while youth from The Door cooked and distributed yummy food for guests in the neighborhood!

MORE DATA PLEASE!

We are committed to collecting, analyzing, and sharing useful data with our community.



We released our first quarterly mobility report in May. This public report highlights pedestrian, cyclist, and subway ridership counts across the neighborhood. It was distributed to the local real estate community, including over 50 brokers who represent HSQ commercial spaces.



We contracted with the technology firm, Exteros, to measure detailed data on daily park usage and analyze foot traffic. This information will help inform our design of a new public plaza to be completed in 2025.



Of course, we're always interested in how congestion impacts our neighborhood. Vehicle counts on Varick Street enable us to measure traffic volumes at different days and times, giving us useful insight to weigh in on government policies and advocate for street safety.



We expanded our work with Springboard, who measures pedestrian activity in specific areas, to understand the pulse of the neighborhood. We began counting bikes and added counters along Hudson Street at Spring and Houston Streets.

CHAPTER 3

MAKING IT CLEAN GREEN & SERENE

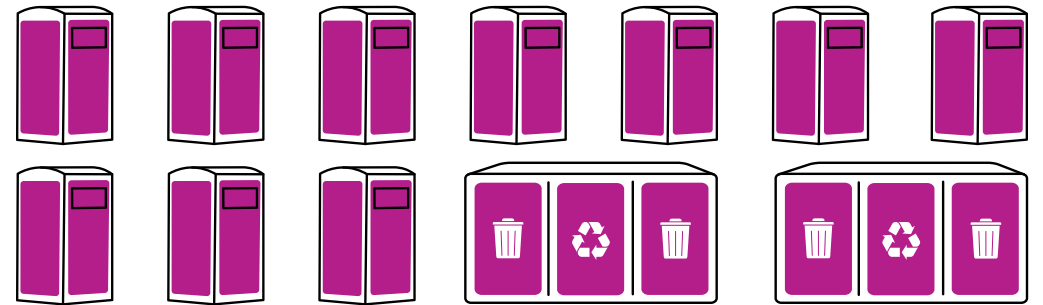
Beautification & Safety

IT'S OH SOOOOOOOOOOOO CLEAN

We've expanded our maintenance team and introduced supplemental sanitation services on Greenwich Street to better serve the growing community of residents, workers, and visitors in Hudson Square.

Our increased capacity enabled us to open our plazas and additional seating in Spring Street Park a month earlier than in previous years. As we develop more public spaces, we'll keep enhancing our maintenance efforts to ensure the neighborhood remains vibrant, beautiful, and accessible.

Added and maintained 36 Bigbelly containers and 2 Citibins



Collected

1,168



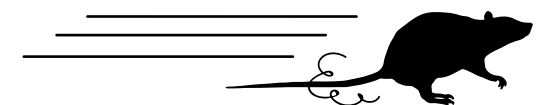
per month
(up from 1,029 last year)

Removed

1,231

GRAFFITI INCIDENTS

Brought **rodent mitigation** efforts in-house with the purchase of the Burrow RX system



DELIGHTFULLY



GREEN...

Horticultural services continue to be a centerpiece of the BID's operations.



We focused on the upkeep of **500+ trees** and successfully replaced 15 in collaboration with NY Tree Time (at no cost to the BID!)



We continued to use coffee grounds from Seven Gramms Caffé as **nitrogen-rich mulch** for our neighborhood trees, and expanded the program to work with City-As-School.



We added intricate and sustainable **landscaping** into our wayfinding art exhibit "Walk To The Water."

...AND QUITE SERENE

Holland Tunnel traffic may be a fact of life in Hudson Square, but we are committed to balancing the needs of locals with Jersey-bound commuters. This year, based on vehicle and pedestrian counts, we adjusted our Pedestrian Safety Managers (PSMs) program to enhance its effectiveness for our community.



PARTNERING WITH NYC

We ensure our stakeholders feel supported by keeping them informed about neighborhood developments, serving as a liaison and connecting them with City partners to address key issues such as safety, sanitation, and security.

THIS YEAR, WE:



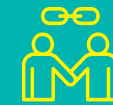
Organized community tours.



Met with restaurants to educate and support them with changing open dining regulations.



Co-hosted a meeting with local stakeholders and NYPD.



Connected local retailers with DSNY to learn about new containerization regulations.



Updated stakeholders on road closures, construction projects, and truck management.



Communicated regularly with property managers about city programs like Open Streets.



CHAPTER 4

MAKING IT PUBLIC

New Public Spaces



SOMETHING

BIG

IS COMING



We began the process of creating a new open space in the neighborhood — with robust community input! We engaged over 600 community members through a survey, meetings, and pop-up events.

We encouraged the public to share ideas for the site, and turned those ideas into a banner.

In collaboration with NYC Department of Parks & Recreation (NYC Parks) and NYC Department of Environmental Protection (DEP), the project will transform the undeveloped south side of 388 Hudson Street (the SE corner of Hudson and Houston Streets) into public open space while ensuring that DEP has continued access to service the site.



**Rendering of approved preliminary design*

WORKING TITLE:

HUDSON HOUSTON PLAZA*

The initial concept, from a design team led by MNLA, has been approved by DEP, NYC Parks, and the City's Public Design Commission. Final design is expected to be completed in late 2024, with construction expected the following year after the public procurement process.

Once completed, this will be the first new permanent plaza on public land created in Hudson Square in nearly a century!

**The City has not yet determined the permanent name for this new open space*

RE-ENVISIONING:

HOUSTON



For illustration purposes only

Two years ago, we revitalized the Hudson Street corridor with widened sidewalks, new seating, greenery, and protected bike lanes.

This year, we focused on a similar transformation for West Houston Street. We worked closely with NYC Department of Transportation (NYC DOT) and our engineering contractor, Sam Schwartz, to understand subsurface conditions, gather feedback from property owners and local workers along the four-block stretch, and develop a collaborative and feasible design along with a realistic cost estimate.

In addition, we secured an additional \$525,000 in City capital funding thanks to Borough President Mark Levine and Council Member Erik Bottcher.

STREET

NOW TO LITTLE 6TH AVENUE

We submitted an application to the NYC DOT Plaza Program to transform the underutilized roadway of Little 6th Avenue, between Spring and Dominick Streets, into a 24/7 open space.

This project will increase existing open space at Spring Street Park by one-third, making room for more modular seating, greening, and other vibrant programming.

We are pleased to announce that our proposal has been accepted into the Plaza Program, and we look forward to starting the outreach process next year.





CHECK PLEASE!

Thanks to the BID's grant application, the Hudson Square neighborhood was awarded \$4.5 million in NY Forward funding from Governor Kathy Hochul to revitalize the area through catalytic projects.

The NY Forward program supports community-driven initiatives through a Local Planning Committee.

CHAPTER 5

MAKING IT WORK

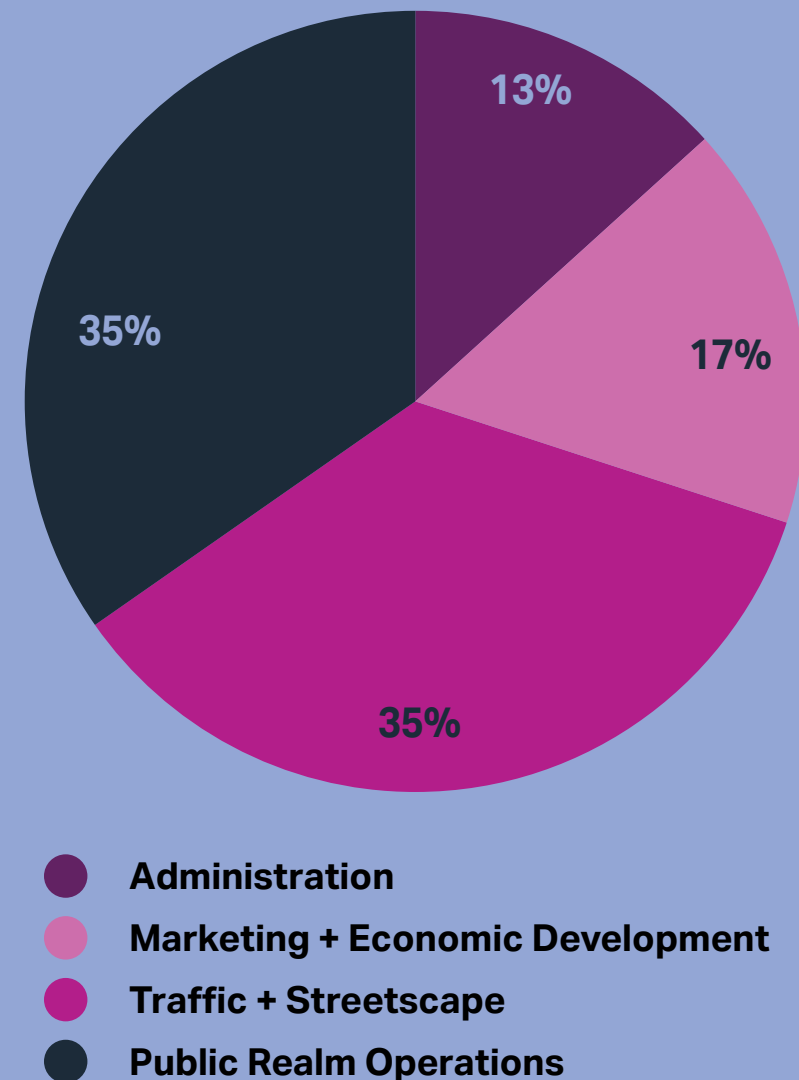
Budgets & Financial Info



DOLLARS & CENTS

Statement of Financial Position	2024 (Unaudited)	2023 (Audited)
Assets		
Cash & Cash Equivalents	10,444,742	9,068,927
Accounts Receivable	2,360	2,225
Property and Equipment, net	177,563	216,096
Prepaid and Other Assets	200,916	339,678
	10,825,581	9,626,926
Liabilities /Net Assets		
Liabilities & Bond Payable	16,363,400	15,582,085
Net Assets/(Deficit)	(5,537,819)	(5,955,159)
	10,825,581	9,626,926
Statement of Activities	2024 (Unaudited)	2023 (Audited)
Support and Revenues		
Assessment Revenue	3,200,000	3,200,000
Program Service Revenue	25,380	24,850
Interest and Other Income	725,992	24,986
Total	3,951,372	3,249,836
Expenses		
Traffic and streetscape	743,231	743,457
Marketing & econ development	515,141	490,646
Public Realm operations	1,160,016	1,071,433
Public Realm improvements	755,481	72,950
Administration	565,293	539,627
Total Expenses	3,739,162	2,918,113
Increase in Net Assets	212,210	331,723

FY25 OPERATING BUDGET





Fiscal Year 2025 Budget
July 1, 2024 – June 30, 2025

	Total	Programs				Public Realm Improvements	
		Administration	Marketing & Economic Development	Traffic & Streetscape	Public Realm Operations	Phase Two	388 Hudson Street
Revenues							
BID Assessment ¹	\$3,900,000	\$517,000	\$649,000	\$1,378,000	\$1,356,000		
Open Space Fund Management Fee	\$5,000	\$5,000					
Program Service Revenue	\$20,000		\$7,000	\$7,000	\$6,000		
Total	\$3,925,000	\$522,000	\$656,000	\$1,385,000	\$1,362,000	\$0	\$0
Expenses							
Program/Operating Expenses							
Contract Services	\$1,800,000	\$107,000	\$313,000	\$317,000	\$1,063,000		
Management and General	\$1,160,000	\$129,000	\$335,000	\$418,000	\$278,000		
Purchases & Other Expenses	\$895,000	\$236,000	\$8,000	\$630,000	\$21,000		
Capital Project Expenses							
Contract Services	\$30,000					\$20,000	\$10,000
Total	\$3,885,000	\$472,000	\$656,000	\$1,365,000	\$1,362,000	\$20,000	\$10,000
Budget Summary							
Program/Operating Expenses	\$3,855,000	\$472,000	\$656,000	\$1,365,000	\$1,362,000		
Capital Project Expenses	\$30,000					\$20,000	\$10,000
Fixed Assets	\$70,000	\$50,000		\$20,000			
Total	\$3,955,000	\$522,000	\$656,000	\$1,385,000	\$1,362,000	\$20,000	\$10,000
Funding Summary							
Revenues	\$3,925,000	\$522,000	\$656,000	\$1,385,000	\$1,362,000		
Capital Reserve Draws ²	\$30,000					\$20,000	\$10,000
Total	\$3,955,000	\$522,000	\$656,000	\$1,385,000	\$1,362,000	\$20,000	\$10,000

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

² Capital Reserve balance of \$3.2M as of June 30, 2024; projected Capital Reserve balance of \$3.3M as of June 30, 2025.

STAFF & BOARD

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SEAN LEWIN DIRECTOR OF OPERATIONS & MAINTENANCE ▪ **JACOB MCNALLY** VP PLANNING & CAPITAL PROJECTS
MADHUMITHA VASU PLANNING & CAPITAL PROJECTS ASSOCIATE

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CASS SMITH CASS CALDER SMITH ARCHITECTURE + INTERIORS ▪ **ADAM STECKLER** STORAGE MART

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THE HONORABLE MARK D. LEVINE MANHATTAN BOROUGH PRESIDENT
THE HONORABLE BRAD LANDER COMPTROLLER OF NEW YORK CITY
THE HONORABLE ERIK BOTTCHE COUNCILMEMBER, DISTRICT 3

SPECIAL

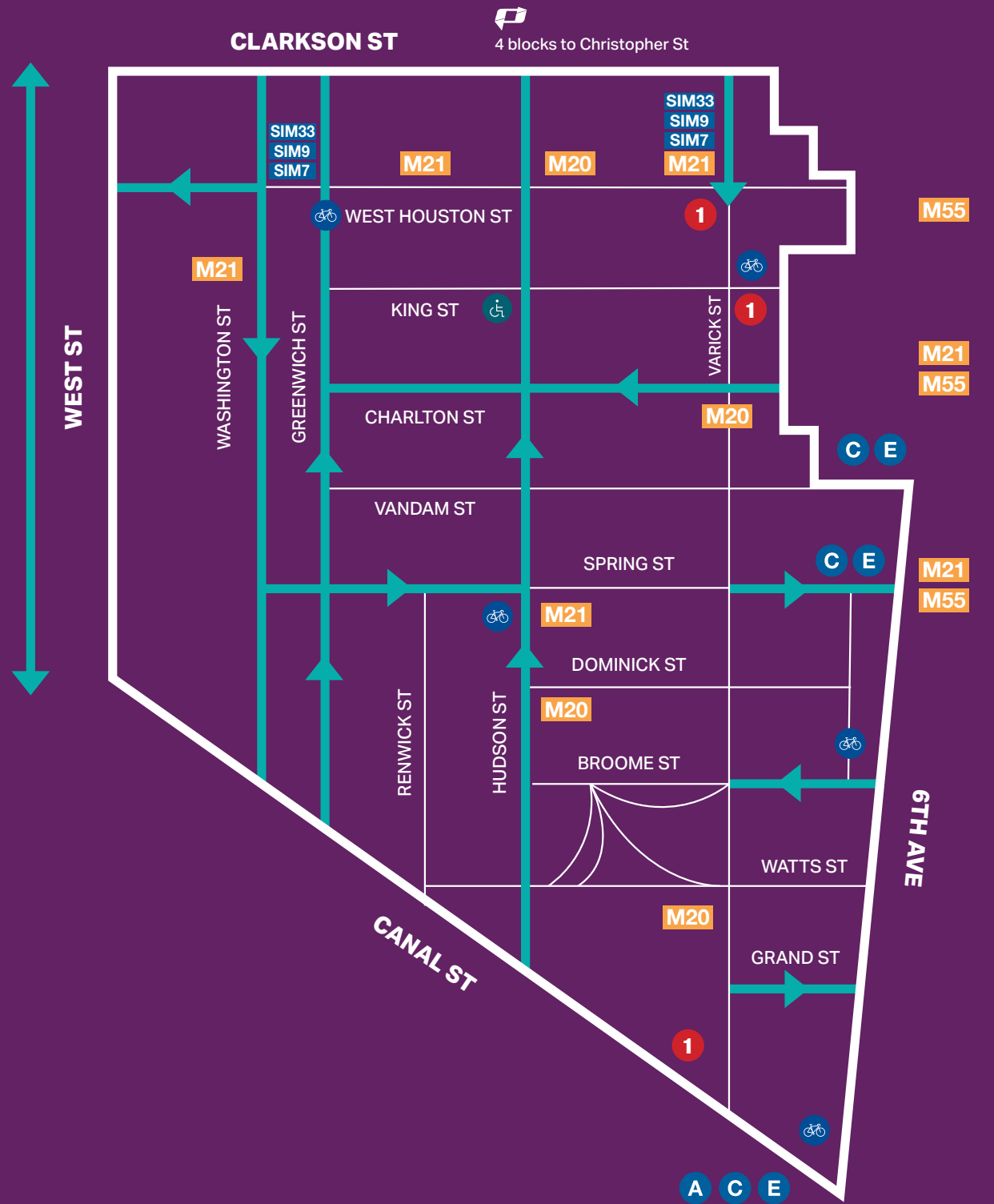
ADORO LEI - AHRC - AUDACY - AVEDA INSTITUTE - BAR HUGO - BAR STREGA - CHILLHOUSE - CITY-AS-SCHOOL HIGH SCHOOL - COLOR FACTORY - COMMUNITY BOARD 2 - CONGRESSMAN DAN GOLDMAN & STAFF - COUNCIL MEMBER ERIK BOTTCHEER & STAFF - COUNCIL MEMBER CHRIS MARTE & STAFF - COURTYARD BY MARRIOTT - DOGPOUND - EAR INN - EDELMAN - EL'TAKOY FELIX CAFÉ - FOXTAIL - FUND FOR THE CITY OF NEW YORK - GEHL - GFP REAL ESTATE - GODDARD HOMELESS OUTREACH - GOOGLE - GREINER-MALTZ - GREGORYS - HARRYS - HOUSEMAN HUDSON SQUARE PROPERTIES - JACKIE ROBINSON FOUNDATION & MUSEUM - JACK RESNICK & SONS - JULIE & EDWARD MINSKOFF - KABIN - LAZY POINT - LINDENS - LTD PIZZA - MAMAN KING - MANHATTAN BOROUGH PRESIDENT MARK LEVINE & STAFF - NASA - NEW YORK DEPARTMENT OF PARKS & RECREATION & NYC TREE TIME - NEW YORK FIRE MUSEUM - NEW YORK PRESBYTERIAN - 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 DEPUTY MAYORS OFFICE OF OPERATIONS - NYC DEPUTY MAYORS OFFICE OF PUBLIC REALM - NYC DEPARTMENT OF OF CARPENTERS - NYS ASSEMBLY MEMBER DEBORAH GLICK & STAFF - NYS SENATOR BRIAN KAVANAGH & STAFF - OONEE - OLMSTEAD PROPERTIES - SUPERINTENDENT JOHN PARMIGIANI NYC DEPARTMENT OF SANITATION - PORT AUTHORITY OF NY & NJ - RESERVOIR MEDIA - ROMULUS PETRE (330 SPRING STREET) - SEVEN GRAMS CAFFE - SHERWIN-WILLIAMS CO. - S.O.B.'S STELLAR MANAGEMENT - STORAGE MART - THE DOOR - TORCH & CROWN - TRINITY CHURCH WALL STREET - VIA CAROTA - WESTVILLE - WIEDEN + KENNEDY

THANKS

GETTING AROUND HUDSON'S CREEK ARE

MAP KEY

-  Neighborhood Footprint
-  Bicycle Lane
-  Bus Stop
-  PATH Train
-  Subway Stop
-  Citi Bike Station
-  Access-A-Ride



6
25
SEE YOU IN



HUDSONS
ARE