

# VILLAGE ALLIANCE ANNUAL REPORT 2022



# Improving PUBLIC SPACES

Improving public open space is central to the Village Alliance mission, our goal is to create and maintain beautiful streets, sidewalks and public plazas throughout 44 blocks of central Greenwich Village. The Alliance is busy year-round caring for trees, tree pits, hanging baskets and other public landscaped areas in the district. Our green efforts add beauty to the everyday Village streetscape; we now maintain a total of 145 tree pits, 58 street planters and 48 hanging flower baskets along with hundreds of shrubs, flowers and grasses in 15 large planting areas at Astor Place.



In FY22, our sidewalks experienced an increase in foot traffic to nearly pre-pandemic levels as we continued to ensure pedestrian-friendly commercial corridors and manage robust use of public open space. As more and more New Yorkers received the COVID vaccine, it became clear that we could bring back outdoor community programs with public health and safety plans in place. A continued partnership with GrowNYC produced the popular farmer's market on Tuesdays at Astor Place from June through November, while new partnerships with TMPL Gym and 305 Fitness made our spaces sweat with free community fitness classes. We also welcomed the return of music and theatrical performance through collaborations with Joe's Pub, The Public Theater, Bated Breath Theatre and Blue Man Group.

This year the Alliance also reestablished the Village Arts program, installing two temporary public art pieces in the district. The first, Abigail Reyes' *Questions*, was displayed at Astor Place

in conjunction with Swiss Institute, and portrayed words and images that migrants see and hear on their journey from Central America to the United States. The second installation at Ruth Wittenberg Triangle, Gillie & Marc's *Faces of the Wild*, in conjunction with the 8th Street Art Wak, "In Plain Sight," allowed the public to view and learn more about nine of the most endangered animal species in the world and how to protect them. Both exhibitions offered opportunities to visit our public spaces and engage more thoroughly on contemporary issues.

Another popular public space program growing momentum during the pandemic, Open Streets, is administered by the NYC Department of Transportation. In central Greenwich Village, Open Streets are managed by Village Alliance staff and volunteers to create shared spaces on weekends throughout the warm weather months, allowing vehicles, bicycles and pedestrians to share the roadbed at low speeds.

1. Gillie & Marc's *Faces of the Wild* encouraged the public to learn more about 9 of the most endangered animal species in the world
2. Abigail Reyes' *Questions*, was displayed at Astor Place in conjunction with Swiss Institute and NYCDOT Art
3. Last year saw the return of free public arts programming at Astor Place

# Supporting LOCAL MERCHANTS



At the core of the Village Alliance mission is a belief that truly successful neighborhoods contain a healthy and diverse array of restaurants, retail and service establishments. Through the years we have promoted and advocated on behalf of local merchants, seeking to connect community with commerce. The pandemic created an incredible challenge for storefront merchants in particular. Now, more than at any time in recent memory, our local businesses need the tools to pivot and survive in a post-COVID future – and they need the community’s foot traffic and financial support to flourish.

In FY22, the Alliance launched *The 8<sup>th</sup> Street Experience*, a lifestyle campaign featuring the eclectic shops, restaurants and people of our historic Village thoroughfare. Riffing off the street’s connection to Jimi Hendrix, the promotional series showcases affordable luxury and has garnered thousands of new visits to the district. Also this year we engaged with new digital platforms to understand our merchants’ customers better, and created retail attraction materials based on this research. All told, we welcomed nearly 20 new merchants to the Village, including TMPL Gym, Maman and Serafina, with a new Wegman’s flagship planned for Astor Place in 2023.

Our neighborhood merchant loyalty program, Village Access, remains as popular as ever with dozens of participating merchants and nearly 15,000 members. The mobile iOS app for is available free of charge on the Apple app store, and provides discounts and deals throughout central Greenwich

Village. Also launched in 2021 is our first ever community gift card program, Village Bucks. Developed as a way for local residents, employees and students to purchase gift cards or flexible rewards, Village Bucks ensures that dollars stay in the neighborhood only at local merchants.

Our communication channels continue to engage nearly 55,000 followers under the **Greenwich Village NYC**, **Astor Place NYC** and **The 8<sup>th</sup> Street Experience** handles, and we carefully curate content and targeted promotions like Village Vitality that appeal to the local community as well as to those interested in visiting Greenwich Village. Follow our neighborhood pages on Facebook, Twitter, Instagram and Next Door for the latest neighborhood news, events and business information. If social media is not your focus, visit our website, [greenwichvillage.nyc](https://greenwichvillage.nyc), and sign up for our biweekly e-newsletter, **The Village Beat**.



1. Greenwich Village NYC has a new look and feel, courtesy of our new website and marketing collateral that launched in late 2021.
2. This year we launched *The 8th Street Experience*, a lifestyle campaign featuring the eclectic shops, restaurants and people of our historic Village thoroughfare



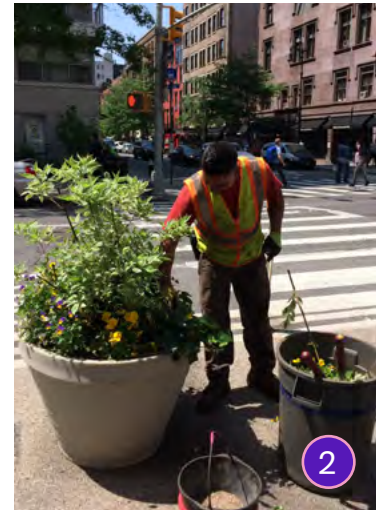
# Enhancing QUALITY OF LIFE

Quality of Life programs were initially funded at the Village Alliance nearly three decades ago and remain the foundation of our work, focusing on keeping Greenwich Village streets clean, safe and beautiful. In the wake of the pandemic, serious increases in homelessness, mental illness and drug addiction were again evident on our streets – shocking after so many years of progress. Over the past year, the Village Alliance worked with our local police precincts, city agencies, institutions and residential associations to address persistent social service needs. Though we are far from finding permanent solutions, we continue to work with government and non-profit service providers to coordinate interventions as early as possible.

This past year, our Clean Team worked hard to keep our streets clean, logging 23,136 sanitation hours, removing 103,485 bags (1,300 tons) of garbage and caring for 170 pieces of plaza furniture. Our largest and most visible program, the Clean Team painted 22,708 areas of streetscape and removed 426 large incidents of graffiti this past fiscal year. We want to give a special acknowledgment to our vendor, Streetplus, who went above and beyond to help us tackle an unprecedented year of graffiti and cleanup needs as the city's budget for sanitation services was reduced.

With so much happening on our streets, our dedicated public safety ambassadors are valued more than ever, patrolling seven days per week

for a total of 5,880 hours. As our most mobile team members, ambassadors regularly check in with merchants to assess safety concerns, interact with residents and visitors and provide constructive feedback in daily reports to inform meetings with police and property managers. We are especially grateful to our public safety services vendor, Excel Security, who works hard to develop new approaches to old and persistent issues. Over the past year, our team logged 1,303 incidents, providing the Alliance with invaluable information and statistics that allow us to more effectively work with the City to address recurring street conditions, particularly in these anxious times.



1. Our first annual "Cleaning Around the Cube" Volunteer Day drew neighbors to prepare Astor Place planting beds for spring
2. Our green efforts add beauty to the everyday Village streetscape
3. This past year, our Clean Team worked hard to keep our streets clean, logging 23,136 sanitation hours

# FY 2023 Budget

## Board of Directors & STAFF

	FY2022 Budget	FY2022 Projected	FY2023 Adopted
<b>Revenue</b>			
BID Assessment	\$1,400,000	\$1,400,000	\$1,400,000
Astor Place Concessions <sup>1</sup>	\$52,500	\$72,000	\$60,000
Astor Place Event Fees <sup>2</sup>	\$25,000	\$80,000	\$30,000
Astor Place Sponsorships <sup>3</sup>	\$25,000	\$45,000	\$25,000
Interest	\$3,000	\$2,000	\$2,000
Grants/Other <sup>4</sup>	\$5,000	\$5,000	\$5,000
<b>TOTAL REVENUE</b>	<b>\$1,510,500</b>	<b>\$1,604,000</b>	<b>\$1,522,000</b>
<b>Expenses</b>			
<b>Program Services</b>			
Sanitation & Graffiti Removal <sup>5</sup>	\$494,375	\$494,375	\$502,250
Public Safety <sup>5</sup>	\$105,000	\$105,000	\$105,000
Promotion, Marketing & Events	\$86,500	\$90,000	\$86,000
Streetscape/Capital Maintenance	\$15,000	\$30,000	\$12,000
Horticulture	\$48,000	\$48,000	\$48,000
Community Programs <sup>6</sup>	\$1,250	\$1,250	\$1,250
Astor Place Programs <sup>7</sup>	\$200,625	\$215,625	\$206,751
<b>General/Administrative</b>			
Rent & Utilities	\$61,643	\$61,643	\$65,612
Office Administration	\$61,825	\$65,000	\$62,625
Astor Place Administration <sup>8</sup>	\$128,065	\$128,065	\$133,018
Wages/Taxes/Benefits	\$384,194	\$384,194	\$399,056
<b>TOTAL PROGRAM &amp; ADMINISTRATIVE EXPENDITURES</b>	<b>\$1,586,477</b>	<b>\$1,623,152</b>	<b>\$1,621,562</b>
<b>NET OPERATING COSTS</b>	<b>(\$75,977)</b>	<b>(\$19,152)</b>	<b>(\$99,562)</b>

### PROJECTED CASH RESERVES

As of July 1, 2022	\$820,000
	\$1,522,000 FY 2023 Revenues
	(\$1,621,562) FY 2023 Expenses
<b>As of July 1, 2023</b>	<b>\$720,438</b>

### Notes:

1. Revenue from Astor Place kiosk concessions
2. Maintenance fee paid by commercial events at Astor Place
3. Program sponsorships from direct fundraising efforts (Astor Place)
4. Revenue from Paycheck Protection Program and Village Recovery Grant fundraising
5. The proportionate share of Sanitation and Public Safety expenses are accounted for under Astor Place Programs
6. Village Recovery Grant Program expenses
7. Includes Sanitation, Public Safety, Horticulture, Capital Maintenance and Community Programs at Astor Place
8. Includes Equipment, Supplies, Permits, Insurance, Professional Fees and a portion of staff time

### Officers

**Martin Dresner**, *President*  
Public Member

**Arlene Peralta**, *Vice President*  
New York University

**William Abramson**, *Treasurer*  
Buchbinder & Warren, LLC

**Shirley Secunda**, *Secretary*  
Representative CB#2, Manhattan

### Class A: Property Owners

**Greg Gushee**

*The Related Companies*

**Adam Heaven**

*Rose Associates, Inc*

**Michael Lehman**

*107 University Place LLC*

**Will Morgan**

*Ideal Glass*

**Kim Newman**

*The Cooper Union*

**Adam Pomerantz**

*Sixth Avenue Equities*

**Dan Ruanova**

*Vornado Realty Trust*

**Donna Siciliani**

*GFP Real Estate*

**Jeffrey Sussman**

*Minskoff Equities*

### Class B: Commercial Tenants

**Alena Casey**

*Facebook*

**Ian Ginsberg**

*C.O. Bigelow*

**Sarah McNally**

*Goods for the Study*

**Steve Simicich**

*VSpot Express*

### Class C: Residential Tenants

**Cormac Flynn**

**Tony Hiss**

### Class D: Elected Officials

**Hon. Eric Adams**

*Mayor, City of New York*

**Hon. Mark Levine**

*Manhattan Borough President*

**Hon. Brad Lander**

*Comptroller, City of New York*

**Vacant**

*New York City Council*

### Class E: Public Members

**Michael E. Levine**

*Vacant, Representative, CB #3, Manhattan*

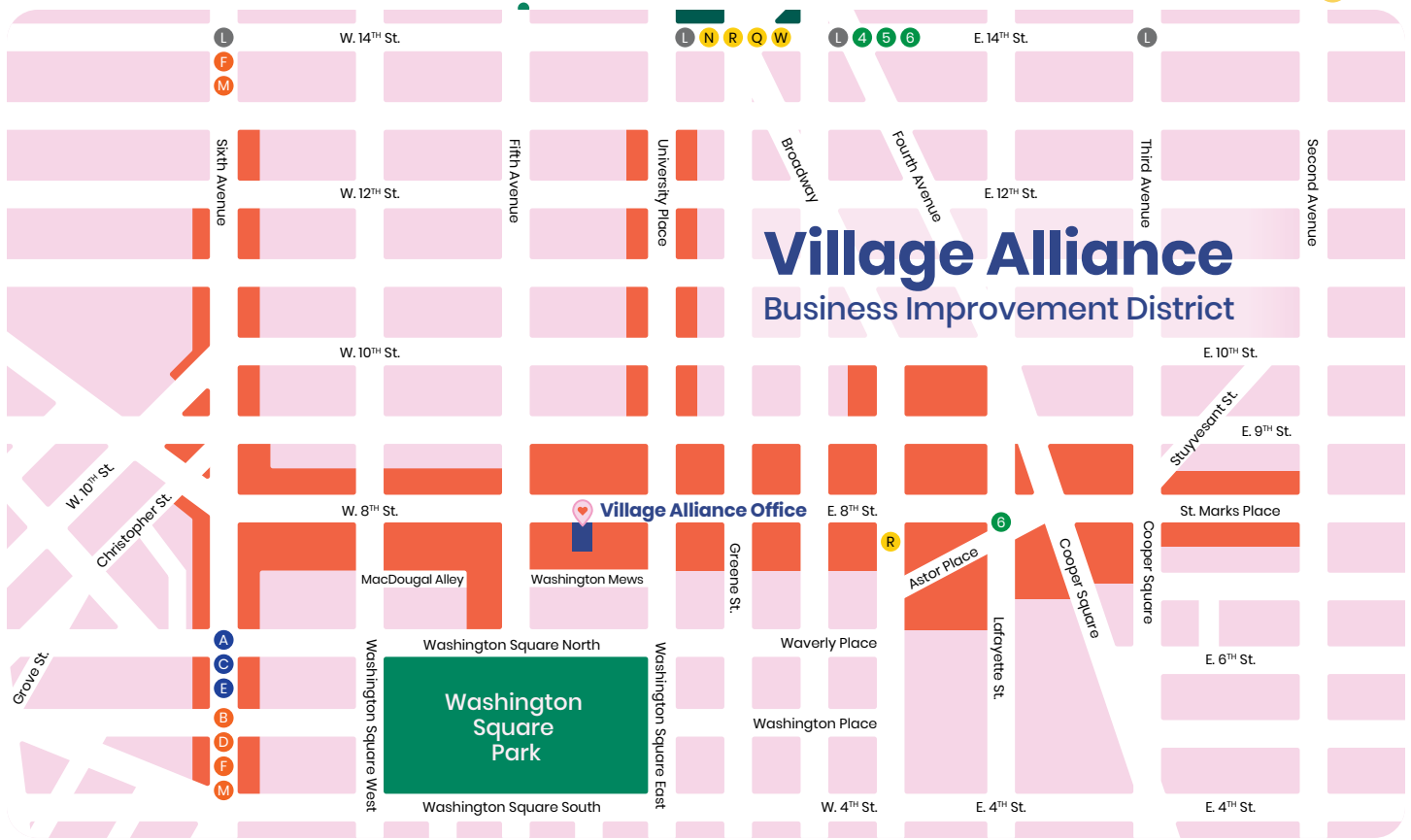
### Staff

**William Kelley**, *Executive Director*

**Terri Howell**, *Director of Operations*

**Daniella LaRocco**, *Director of Planning & Economic Development*

**Rachel Brandon**, *Marketing & Events Manager*



As a Business Improvement District, we work with area merchants, residents and institutions to ensure the district continues to grow and succeed.

Our mission is to enhance the neighborhood's open space and economic climate by creating a cleaner, safer, greener and more enjoyable environment for all.



**VILLAGE  
ALLIANCE  
EGYPTIAN**

8 East 8<sup>th</sup> Street  
New York, NY 10003  
212.777-2173

Visit us online:

[www.greenwichvillage.nyc](http://www.greenwichvillage.nyc)

**Social:** @greenwichvillagenyc  
@astorplaceny  
@the8thstexperience

**Village Access App:**

