

VILLAGE ALLIANCE

CAFE

2023 ANNUAL REPORT





Astor Place Greenmarket, produced by
GROW NYC provided residents, students
and visitors fresh fruits and vegetables
from May to November.

IT TAKES A VILLAGE.

Dear Friends and Partners of the Village Alliance,

We are thrilled to share the incredible transformations that took place within the Village Alliance over the past year—the 30th anniversary of the Village Alliance. We have a new team, a new brand identity, new community partnerships, and a new Astor Place Cube. At over 1,800 pounds, the Alamo is still able to turn on its axis, thanks to the community leaders, residents and visitors alike who propel it. Like the Alamo, we feel grounded by our deep history and yet ready and able to push forward and create new things.

Much has changed since our founding, and we are excited to continue our journey with a refreshed brand that emphasizes the culmination of three decades of service to neighborhood businesses. Our unified brand isn't just a step forward; it's a symbol of the visibility we've gained through the countless programs and initiatives we've carried out over the past 30 years. This brand unites all our programs, whether it's our management of Astor Place, the highly successful Village Access retail incentive program for residents and students, or the dedicated members of our public safety team and clean team. It reflects our steadfast commitment to this community.

One of this year's biggest achievements is the remarkable recovery of our retail spaces from the challenges posed by the COVID-19 pandemic. Over the past year, we have welcomed 33 new businesses, bringing our retail vacancy rate to levels not seen since before the health crisis. This resurgence is a testament to the resilience and determination of our local business community.

We have a renewed focus on quality-of-life issues on West 8th Street by fostering collaboration among our retailers, property owners, and residents. This effort has led to strengthened partnerships with key entities such as the NYPD, the District Attorney's Office, and various city agencies, including the Department of Social Services, Health, and Sanitation. Looking ahead, we plan to refresh all our assets in the public realm over the year and seek input from businesses and residents as we engage in a comprehensive outreach campaign to develop a strategic plan that will direct Village Alliance investments. Our goal is to create thriving commercial corridors that will serve our community well into the future.

We are invigorated by the challenges and opportunities that lie ahead and are eager to continue working alongside our community members and partners to make Greenwich Village an even more remarkable place to live, work, shop, dine, play, and conduct business.

Sincerely,



Scott Hobbs
Executive Director



Martin Dresner
President



VILLAGE
ALLIANCE

ASTOR PLACE
RUTH
WITTENBERG
TRIANGLE
EIGHTH
STREET
UNIVERSITY
PLACE
SIXTH
AVENUE
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UNIVERSITY

VILLAGE
ALLIANCE

WE LOOK DIFFERENT.

We rebranded!

Last year we embarked on an exciting journey of visual transformation, and unveiled a new, modern logo that encapsulates our various identities. The new logo is inspired by the strong Astor Place brand from the creation of Astor Place Plaza in 2016, and it maintains the chromatic themes of the original logo from the organization's founding in 1993.

The rebranding effort is a bold step forward. It embraces a fresh aesthetic that resonates with the storied yet contemporary spirit of our community. The rebrand reaffirms our commitment to progress and symbolizes our readiness to adapt to the changing times while nurturing the heritage of our cherished village.

VILLAGE
ALLIANCE

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ASTOR
PLACE

RUTH
WITTENBERG
TRIANGLE

VILLAGE
ACCESS

The 8th Street Block Party returned in September with a big public turnout and a diverse lineup of local businesses and organizations.



**ASTOR
PLACE
RUTH
WITTENBERG
TRIANGLE
SERVICES
EIGHTH
STREET
UNIVERSITY
PLACE
SIXTH
AVENUE**



Sekou Kane, member of the Village Alliance Clean Team, takes care of University Place during a spring day in 2023.

THE VILLAGE CLEAN TEAM

On any given day in the Village, our guys in red are on the streets ensuring the neighborhood is clean, safe, and ready to welcome residents and visitors to enjoy. Led by Miguel Quiridumbay, the Streeplus Team is instrumental to the function of the neighborhood. This year, we've had:

108

trash receptacles serviced

1,748

graffiti incidents cleaned

20,660

hours logged

22,173

street furnishings cleaned

75,669

bags of garbage removed





THE VILLAGE SAFETY TEAM

The Village Alliance contracts with Excel Security to create a welcoming environment on the Village's plazas, streets, and sidewalks. This year, Craig Terry, Taino Rosado and Calvin Beatty addressed over 1,500 quality of life incidents. Together, they are on foot in the neighborhood seven days a week, working from 10am to 7pm. This year, we saw an increase in concern for quality of life issues in the Village. This has required our safety team to lean into their role as liaisons between the public, business owners, the Village Alliance, and the NYPD. Our team has been responsive and collaborative in the service of the safety of the people and places of the neighborhood.



COMMUNITY OUTREACH

In response to quality of life concerns in the district, we employed a multi-pronged approach to assist businesses and residents.

PROACTIVE COMMUNITY ENGAGEMENT

We engaged in in-depth conversations with over 20 individual businesses to understand and address quality of life issues and build relationships.

REAL-TIME SAFETY COLLABORATION

We implemented a WhatsApp public safety chat for businesses, enabling instant communication and sharing of critical time-sensitive information to promote a safer environment, and foster collaboration and community.

STRENGTHENED PARTNERSHIPS

We relaunched valuable monthly quality of life meetings with key partners, including NYPD, the District Attorney's Office, and City Agencies, fostering a united front for tackling neighborhood concerns.

INNOVATIVE COMMUNITY EMPOWERMENT TOOLS

We created an informative fact sheet distributed to businesses and residents, equipping them with knowledge on reporting conditions to New York City agencies to ensuring effective reporting and appropriate responses.

RESILIENT PANDEMIC RESPONSE

We demonstrated commitment to the community's well-being by actively engaging in pandemic recovery efforts, solidifying Village Alliance's role as a trusted partner in the neighborhood's progress.

OUTREACH PARTNERS

8TH STREET BLOCK ASSOCIATION
ASSEMBLYMEMBER DEBORAH GLICK
CENTER FOR URBAN COMMUNITY SERVICES
COUNCILMEMBER CARLINA RIVERA
COUNCILMEMBER ERIK BOTTCHE
DEPARTMENT OF HOMELESS SERVICES
GODDARD RIVERSIDE
GREENWICH HOUSE
GREENWICH VILLAGE CHELSEA CHAMBER OF
COMMERCE
MANHATTAN DISTRICT ATTORNEY'S OFFICE

MANHATTAN OUTREACH CONSORTIUM
MAYOR'S OFFICE OF COMMUNITY AFFAIRS
NEW YORK UNIVERSITY
NYC DEPARTMENT OF SANITATION
NYPD 6TH PRECINCT
NYPD 6TH PRECINCT COMMUNITY COUNCIL
SENATOR BRIAN KAVANAGH'S OFFICE
SENATOR BRAD HOYLEMAN-SIGAL'S OFFICE
WASHINGTON SQUARE ASSOCIATION
WASHINGTON SQUARE PARK (PARKS DEPARTMENT)
WEST 4TH/MACDOUGAL/SIXTH AVE BLOCK ASSOCIATION





We made a number of public space investments this year. We refurbished our outdoor furniture at Astor Place and planted new trees on the plaza with the support of Related Companies.

**ASTOR
PLACE
RUTH
WITTENBERG
TRIANGLE
EVENTS +
ACTIVATIONS
EIGHTH
STREET
UNIVERSITY
PLACE
SIXTH
AVENUE**



One of the highlights of the summer:
Joe's Pub @ Astor, presented by The
Community Cookout and The Soapbox.
Hundreds of concertgoers danced and
sang alongside the newly unveiled
Alamo Cube.





Astor Plaza was activated by a number of brands this year, creating fun experiences for plaza-goers and raising funds for plaza maintenance.

The Return of the Astor Place Cube!
The 56 year-old, 1,800 pound
sculpture spins again, after a 2-month
full restoration process funded by the
Tony Rosenthal Estate. We were so
excited to welcome back the iconic
Alamo home to Astor Place.





Ruth Wittenberg Triangle saw two public art activations this year. "Gathering Currents" by Daniel Roberts



"Ganymede with Jupiter's Eagle" by Adam Parker Smith.

ASTOR
PLACE
RUTH
WITTENBERG
TRIANGLE
THE NUMBERS
EIGHTH
STREET
UNIVERSITY
PLACE
SIXTH
AVENUE

BUSINESS OPENINGS

1. 2nd Street
2. Addiction NYC
3. Balkan Street
4. Bashira
5. Chelsea Prime Barbershop
6. CHI Shop Village
7. City Vibes
8. Club Pilates West Village
9. Glaze
10. HOTWORX
11. House of Elixir/Space for Wellness
12. Housing Works Cannabis Co.
13. Jin Ramen Sushi
14. Lava Ground
15. Lunetta Pizza
16. Madman Coffee Astor Place
17. Man Made Barber
18. Moshava Coffee
19. One Fifth
20. P.F. Changs
21. Panera Bread
22. Poetica Coffee Shop
23. Pranakhon
24. Raising Cane's
25. Serafina
26. Shingane
27. SLT
28. Sophie's Cuban
29. Spectrum
30. St. Marks Comedy Club
31. Wegmans
32. Wells Fargo
33. WS Hairstyling



Raising Cane's | 20 Astor Place



Balkan Street | 353 Sixth Ave

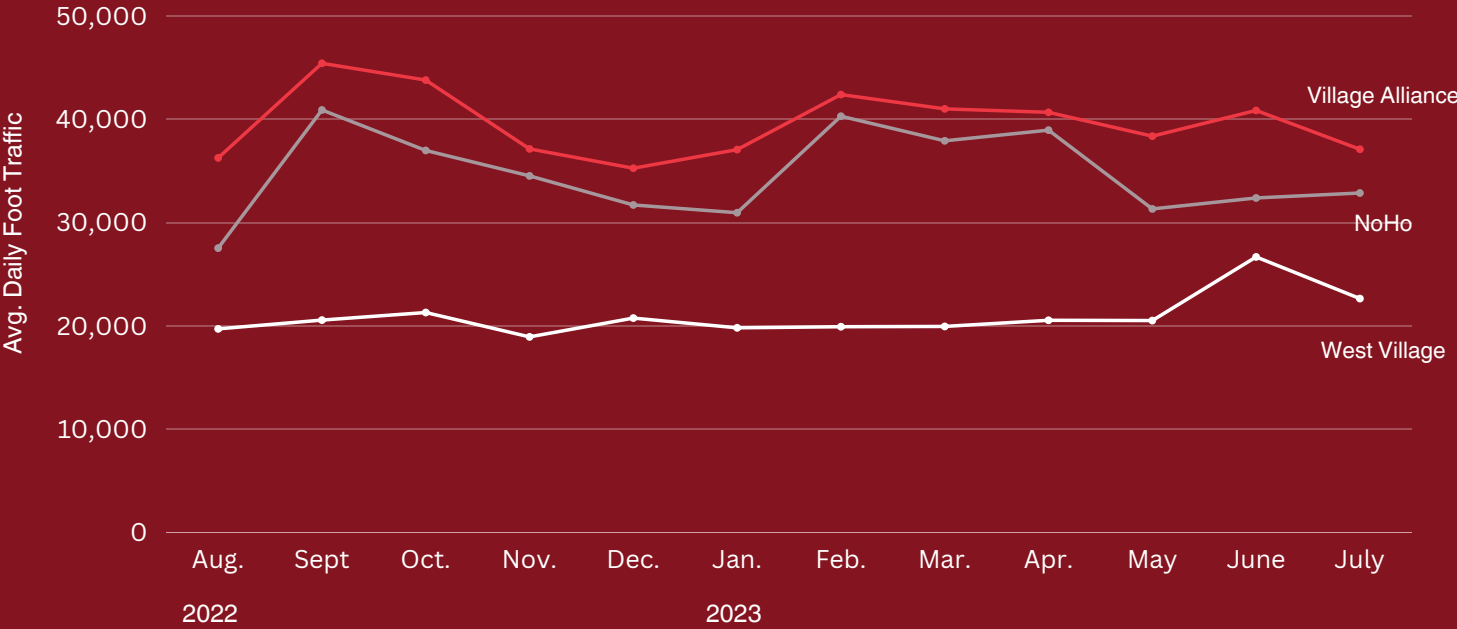


Club Pilates | 389 Sixth Ave

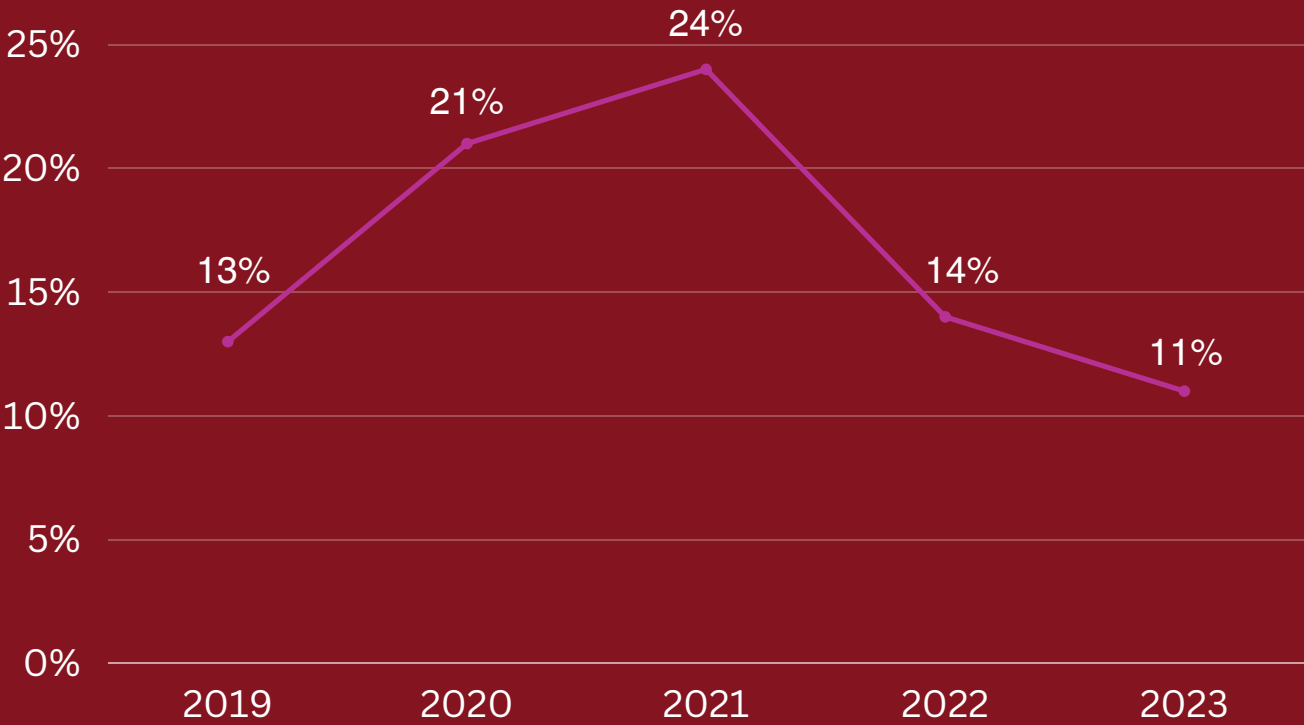


One Fifth | 1 Fifth Ave

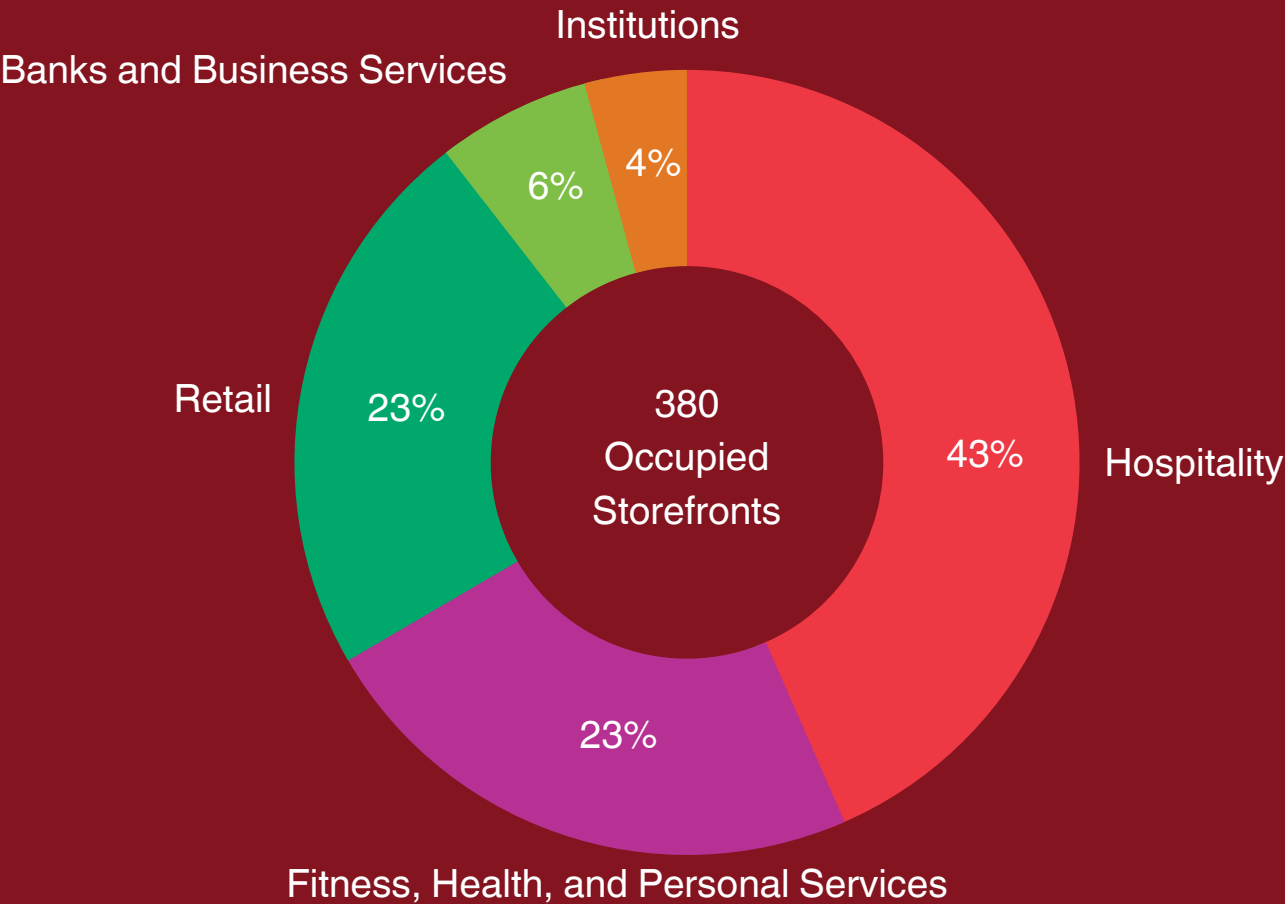
FOOT TRAFFIC



RETAIL VACANCY RATE



STOREFRONT MIX



HOSPITALITY BREAKDOWN

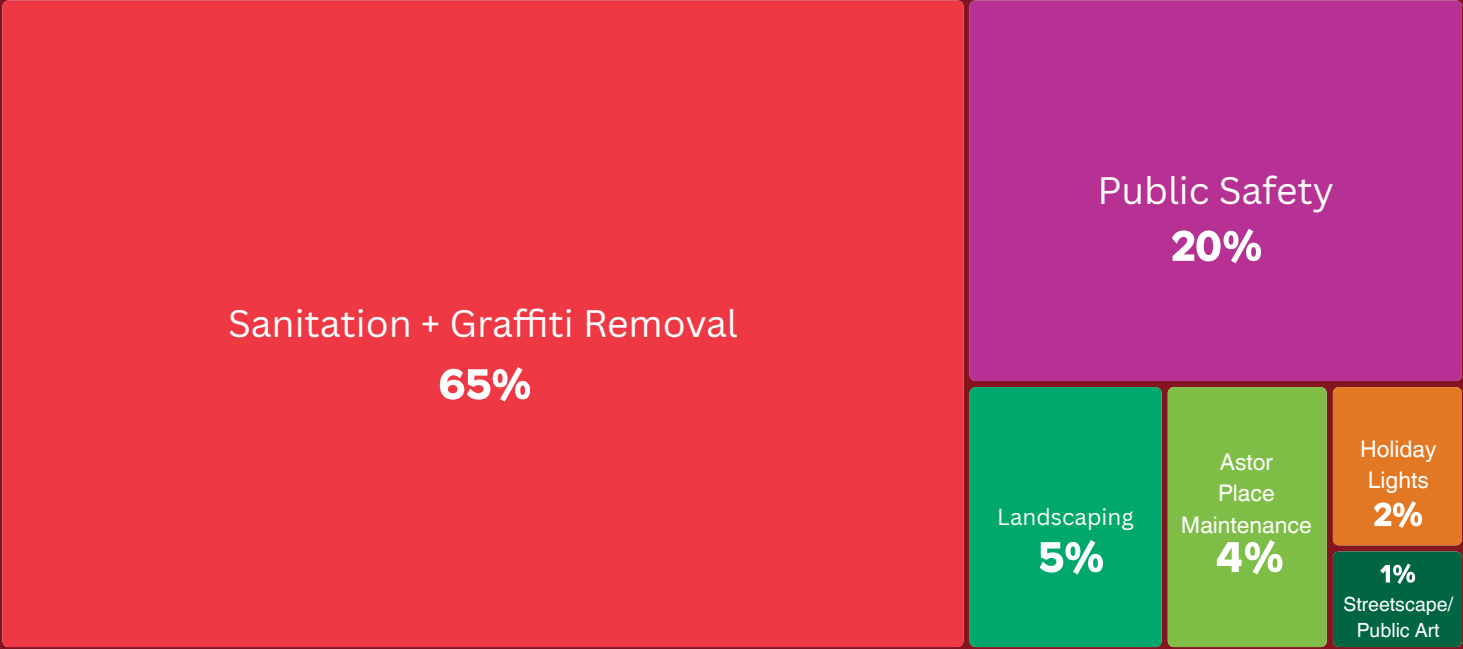
- 65 RESTAURANTS
- 52 FAST CASUAL
- 37 COFFEE SHOPS
- 9 BARS
- 2 HOTELS



FY2023 BUDGET

REVENUE	FY2023 BUDGET	FY2024 ACTUAL	FY2024 APPROVED
DISTRICT SERVICES			
Assessment	\$1,400,000	\$1,400,000	\$1,400,000
ASTOR PLACE			
Concessions	\$60,000	\$84,870	\$76,000
SAPO Events	\$30,000	\$18,000	\$35,000
Sponsorships	\$25,000	\$40,418	\$25,000
OTHER			
Contributions and Misc Income	\$5,000	\$4,704	\$5,000
INTEREST	\$2,000	\$10,702	\$3,500
REVENUE	\$1,522,000	\$1,558,694	\$1,544,500

PUBLIC SPACE EXPENSE BREAKDOWN



FY2023 BUDGET

EXPENSE	FY2023 BUDGET	FY2023 ACTUAL*	FY2024 APPROVED
PUBLIC SPACE			
Sanitation + Graffiti Removal	\$574,000	\$510,758	\$585,480
Public Safety	\$175,000	\$171,615	\$175,000
District Landscaping	\$48,000	\$52,322	\$48,000
Astor Place Maintenance	\$40,000	\$56,190	\$50,000
Holiday Installation	\$20,000	\$20,050	\$20,000
Pedestrian Counts	\$0	\$0	\$7,000
Streetscape/Gen. Maint/Public Art	\$12,000	\$6,841	\$15,000
TOTAL PUBLIC SPACE	\$869,000	\$817,776	\$900,480
PROMOTION, MARKETING + EVENTS			
District Events	\$25,000	\$20,876	\$28,000
Astor Place Events	\$25,000	\$18,471	\$25,000
Advertising + Business Promotion	\$15,000	\$19,210	\$15,000
Consultants/Graphics	\$5,000	\$3,475	\$5,000
Website + App Maintenance	\$10,000	\$12,560	\$10,000
Banners	\$6,000	\$4,600	\$10,000
TOTAL PROMOTION, MARKETING + EVENTS	\$86,000	\$79,192	\$93,000
COMMUNITY PROGRAMS			
Wash. Sq. Park/Social Services	\$1,250	\$340	\$1,250
TOTAL COMMUNITY PROGRAMS	\$1,250	\$340	\$1,250
MANAGEMENT + ADMINISTRATION			
Staff Compensation	\$441,000	\$383,339	\$439,000
Health Insurance + Benefits	\$58,000	\$38,806	\$64,875
Payroll Taxes + expenses	\$38,200	\$36,277	\$38,425
Bookkeeping/Audit	\$16,500	\$20,113	\$23,900
Insurance	\$10,000	\$23,673	\$29,000
IT Services	\$4,000	\$1,124	\$4,000
Office Supplies + Expenses	\$16,000	\$10,561	\$16,500
Office + Field Ops Rent	\$55,612	\$52,154	\$58,000
Utilities	\$10,000	\$10,837	\$13,000
Professional Fees/Dues/Permits	\$5,000	\$1,890	\$5,000
Other	\$11,000	\$4,270	\$13,200
TOTAL MANAGEMENT + ADMIN	\$665,312	\$583,044	\$704,900
TOTAL EXPENSE	\$1,621,562	\$1,480,352	\$1,699,630
NET OPERATING REVENUE	(\$99,562)	\$78,342	(\$155,130)

*unaudited numbers

VILLAGE ALLIANCE BOARD OF DIRECTORS

CLASS A: COMMERCIAL PROPERTY OWNERS

GREG GUSHEE
The Related Companies

ADAM HEAVEN
Rose Associates, Inc.

MICHAEL LEHMAN
107 University Place, LLC

WILL MORGAN
Ideal Glass Studios

KIM NEWMAN
The Cooper Union

ADAM POMERANTZ
Sixth Avenue Equities

DAN RUANOVA
Vornado Realty Trust

NEITH STONE
GFP Real Estate

JEFFREY SUSSMAN
Minskoff Equities

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IAN GINSBERG
C. O. Bigelow's

SARAH MCNALLY JACKSON
Goods for the Study

LENETTA PESOTINI
Meta Platforms, Inc.

STEVE SIMICICH
St. Marks Comedy Club

CLASS C: RESIDENTIAL TENANTS

CORMAC FLYNN
TONY HISS

CLASS D: ELECTED OFFICIALS

HON. ERIC ADAMS
Mayor

HON. BRAD LANDER
Comptroller

HON. MARK LEVINE
Manhattan Borough President

HON. CARLINA RIVERA
City Council District 2

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MICHAEL LEVINE
MEGHAN JOYE
*Manhattan Community
Board 3*

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MARTIN DRESNER
Public Member

Vice President
ARLENE PERALTA-AVILA
New York University

Treasurer
WILLIAM ABRAMSON
Buchbinder & Warren, LLC

Secretary
SHIRLEY SECUNDA
*Manhattan Community
Board 2*



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DEPUTY DIRECTOR

Taylor Young

PROGRAMMING + COMMUNITY MANAGER

Isabel Albee

ENGAGEMENT INTERN

Victoria Moreira

CLEAN TEAM

Miguel Quiridumbay

Santos Inga

Jose Pacheco

Djid Tine

Mor Talla Gueye

Jeisson Lemus

Jacinto Torres

Serigne Gueye

Sidy Tall

Adolfo Lopez

Oumar Bah

Amar Sow

Serigne Sene

Sekou Kane

PUBLIC SAFETY TEAM

Taino Rosado

Calvin Beatty

Craig Terry

SPONSORS

\$20,000+

Wegmans

\$15,000+

New York University

\$10,000+

Vornado

\$5,000+

ConEdison

GrowNYC





ABOUT US

Village Alliance is a small but mighty team working on behalf of the people and places of the Village. We pride ourselves on driving neighborhood enhancements, providing supplemental services, championing our small businesses, and creating engaging public programming.

CONTACT US

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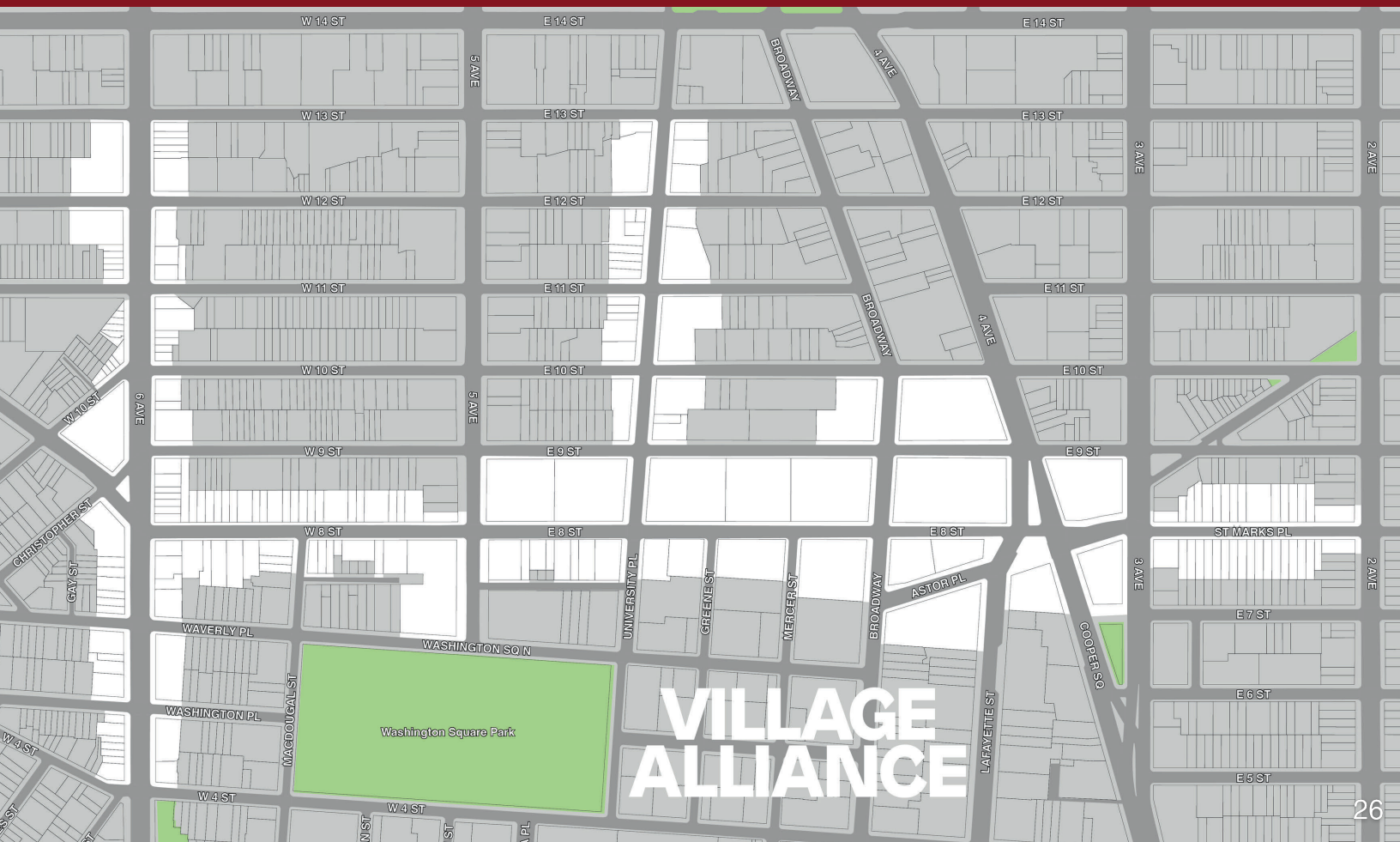
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