

**VILLAGE
ALLIANCE**



**2024
ANNUAL
REPORT**

IT TAKES A VILLAGE

Dear Friends and Partners,

We are proud to share the significant progress we made and the new initiatives that we introduced within the past year at the Village Alliance. The Village Alliance remains nimble in addressing conditions to ensure the Village is an inviting destination for businesses, residents, and visitors alike.

Public Safety Expansion

We have made significant strides in addressing the needs of our businesses, particularly those regarding ongoing quality-of-life challenges. The mental health and addiction crisis has created difficult conditions for many small retailers and cafés, often staffed by young employees who are ill equipped to handle these interactions. In response, we launched our Public Safety Ambassador Program, introduced de-escalation training, and established new communication channels for retailers. These efforts, along with our regular meetings with the community, NYPD, the District Attorney's Office, and local officials, have been critical in helping our businesses maintain a safe environment.

New Public Programming & Business Promotion Opportunities

We also introduced new event programming that directly benefits our business community. For our new December event, *Light Up the Village*, we procured a special permit which allowed retailers and restaurants to sell outdoors directly to event attendees. During our new spring event, *Feast on St. Mark's*, we offered a \$5 coupon on purchases over \$10, successfully sending customers into local businesses and eateries on weekdays when sales were typically slower. Our Pride lamppost banner program also sold out quickly, offering valuable visibility to businesses along the 2024 NYC Pride March route.



Improving the Public Realm

This year, we revitalized the greenery at Astor Place's North Plaza, resolved irrigation issues, and piloted new tree guards and plantings on 8th Street. We also collaborated with the Senior Adult Network at Greenwich House to wrap utility boxes in Astor Place with vibrant art, adding beauty to our public spaces and celebrating the rich cultural fabric of our community. These improvements enhance the pedestrian experience and support the businesses that depend on a vibrant streetscape.

Looking forward to next year, we are excited to build on these successes with Project Green 2030, a five-year initiative to further green and improve our streetscapes. These improvements will benefit businesses, property owners, and residents alike, and we hope to inspire investments from all stakeholders.

Business Growth

Our retail environment remains strong, with 22 new businesses joining the district. Vacancy rates continue to decline, even surpassing pre-pandemic levels. New openings and fewer underutilized spaces are a clear indication of the resilience and growth of our business community.

At its core, the Village Alliance exists to serve the businesses that make Greenwich Village a dynamic and thriving community. Our focus remains on creating the conditions for their success while recognizing that a vibrant business environment enriches everyone who lives, works, and visits the Village. We are proud of what we have accomplished together and look forward to another year of collaboration and growth. Thank you for your continued support.

Sincerely,

Scott Hobbs
Executive Director

Arlene Peralta - Avila
Board President

Martin Dresner
Board President Emeritus



Cultivating Small Business Success

The Village Alliance launched several initiatives to promote small businesses, including public events, consumer incentives, and networking opportunities that foster community building among local retailers and their employees.



LIGHT UP THE VILLAGE

In December, the Village Alliance launched *Light Up the Village*, our first attempt at reimagining public events to allow sales by small local retailers during events with block closures. We enjoyed an evening of holiday shopping, making crafts, building community, and dancing to the beat of the Brass Queens.

FEAST ON ST. MARK'S

Building on the success of our *Light Up the Village* event, we launched *Feast on St. Mark's* in April 2024—a vibrant spring celebration designed to drive business directly to retailers and eateries on St. Mark's Place. The festive atmosphere was enhanced with delicious food offerings, lively music, and engaging activities that drew crowds to the area.



“ I HOPE WE CAN HAVE MORE EVENTS LIKE THIS. ”
TOKYO TAIYAKI

ST. MARK'S MONEY

As part of the *Feast of St. Mark's*, we created a unique incentive, “St. Mark's Money”, to provide tangible benefits to our local businesses. Attendees could use \$5 “St. Mark's Money” coupons when they spent over \$10 at participating retailers and eateries during the event. This innovative approach lowered the barrier of entry for customers to try new offerings and attracted new visitors to participating businesses.





“ A FANTASTIC WAY TO CONNECT WITH OTHER SMALL BUSINESS OWNERS. ”
ANN BENEDETTO, A UNO

Shopkeep Meet n' Greet

SHOPKEEP MEET N' GREET

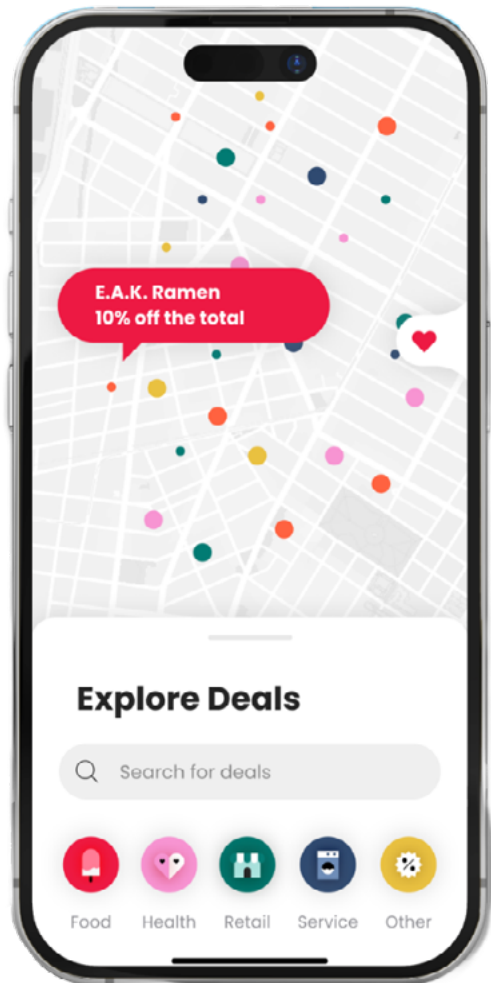
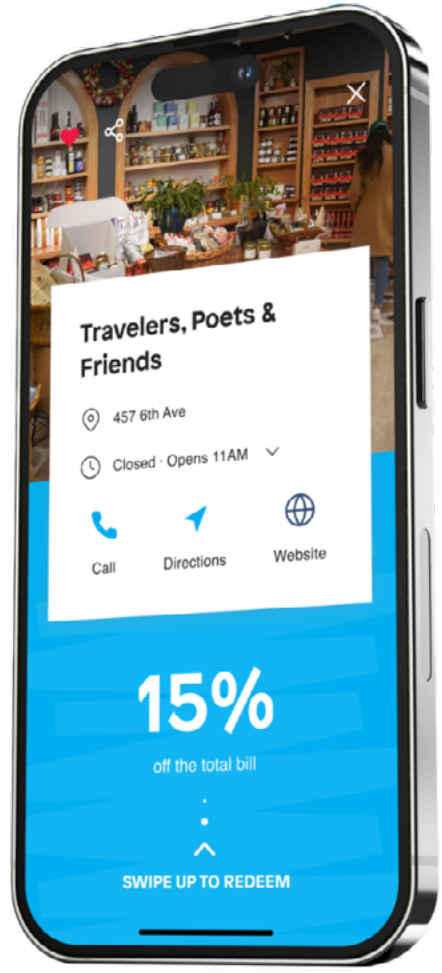
To strengthen connections within our business community, we introduced intimate social events exclusively for local retailers and their employees. These gatherings provided a relaxed atmosphere for business owners and staff to network, share experiences, and build relationships over wine and snacks.

VILLAGE ACCESS

This year, we revitalized the Village Access program to better serve our local businesses and the customers who love them. With a sleek new design and enhanced features in our iOS app, Village Access continues to be your passport to exclusive deals and experiences in Greenwich Village.

NEW BUSINESSES IN FY24

- 2nd Street
- Kazumi Omakase
- Roma Pizza
- 6th Avenue Hardware
- The Locavore
- Satori Laser
- A-Roll Bar & Grill
- Lunetta Pizza
- SEE Eyewear
- Art Gotham
- Matto Espresso
- SLT Fitness
- Burgerhead
- Nan Xiang Xiao Long Bao
- Sustainable Village
- Cello's Pizza
- Poets, Travelers, and Friends
- Wegmans
- Jin Noodle & Sushi
- Raising Canes
- Y-7 Fitness



Fostering Safety and Quality of Life

We responded to quality-of-life issues affecting Greenwich Village, by prioritizing initiatives that foster collaboration among businesses, residents, policymakers, and enforcement agencies. Our efforts promoted a safer, more welcoming environment while addressing community challenges head-on.

COMMUNITY ENGAGEMENT

The Village Alliance hosted a series of monthly community meetings to address quality-of-life issues. We featured discussions with the NYPD, State, and City policymakers, service providers, and City agencies. These meetings inspired the NYPD Community Council for the 6th Precinct to reconstitute earlier this year, adapting the format to a more appropriate forum. We are proud to have kicked off these efforts, and we continue to partner with agencies and organizations that improve the quality-of-life in Greenwich Village.



Quality of Life Community Meeting

JOINT DISTRICT WALKTHROUGH WITH ELECTED OFFICIALS AND AGENCIES

We organized an inter-agency walkthrough of the district with Council Member Carlina Rivera's office, joined by representatives from the Manhattan District Attorney's Office, NY State Assemblymember Deborah Glick, Community Board 2, NYPD Transit District 2, MTA Community Affairs, and NYC Parks Department. The walkthrough aimed to highlight ongoing quality-of-life issues and discuss how the substance abuse and mental health crisis is impacting small businesses.



Quality of Life Community Meeting



District Walkthrough

“ CALVIN AND DASHAWN ARE AWESOME. WE’RE REALLY HAPPY SOMEONE IS THINKING ABOUT US. ”
O CAFE

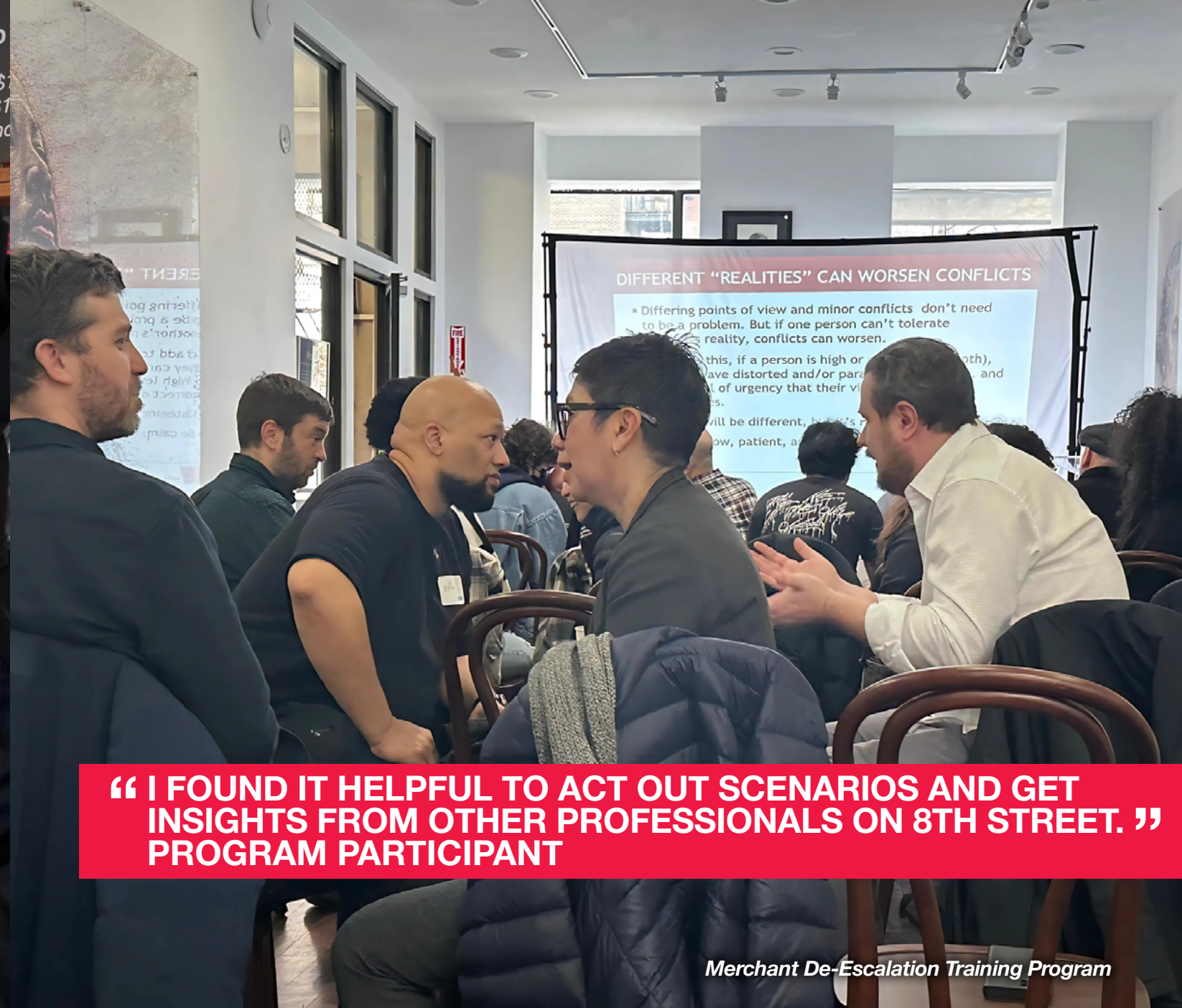


Public safety ambassador Calvin Beatty with staff member at O Café

PUBLIC SAFETY PARTNERSHIP PROGRAM

In February, we launched the Public Safety Partnership Program to strengthen relationships between our public safety ambassadors and local businesses. The program tracks daily interactions, enhances communication, and provides tailored support to retailers.

We introduced WhatsApp channels to improve communication on public safety issues affecting storefronts. This platform allows retailers to share concerns, keep the Village Alliance informed, and collaborate on addressing safety challenges.



“ I FOUND IT HELPFUL TO ACT OUT SCENARIOS AND GET INSIGHTS FROM OTHER PROFESSIONALS ON 8TH STREET. ”
PROGRAM PARTICIPANT

Merchant De-Escalation Training Program

MERCHANT DE-ESCALATION TRAINING

At the request of local businesses, we launched de-escalation training to help staff manage challenging situations effectively. Due to high demand, we held a second training session, with participating retailers including **Goods for the Study, The Marlton Hotel, Core Power Yoga, and Moshava Coffee.**



Craig Terry on Astor Place

PUBLIC SAFETY TEAM

The Village Alliance contracts with Excel Security to create a welcoming environment on the Village's plaza, streets, and sidewalks. Together, they are on foot in the neighborhood seven days a week, working from 10am to 6pm. Our team has been responsive and collaborative in the service of the people and places of the neighborhood.



Miguel Quiridumbay with Alamo (The Cube)

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 Streetplus Team is instrumental to the function of the neighborhood.

Enriching Public Spaces with Art and Culture

The Village Alliance works with local partners and neighborhood institutions to create engaging programming that brings life to our public spaces. We seek to increase sense of place within our district through the showcasing of local talent.

ART IN PLAZAS PROGRAM

In August 2024, we launched the Art in Plazas Program through a special partnership with Greenwich House's Senior Adult Network. We wrapped vibrant artwork from senior artists on electrical boxes in Astor Place and unveiled the work at a special event featuring the artists and Greenwich House CEO, Darren Bloch. The artwork will be on display until the end of 2024, and we look forward to showcasing new pieces from Greenwich House's senior artists in the future.



Art in Plazas contest winner Karin Batten with her work on Astor Place

**“ WE ARE THRILLED TO PARTNER WITH THE VILLAGE ALLIANCE AND ENLIVEN OUR COMMUNITY THROUGH ART. ”
DARREN BLOCH, GREENWICH HOUSE**



PRIDE LAMP POST BANNERS INITIATIVE

We partnered with a local queer artist to design unique and celebratory Pride Lamppost Banners along the NYC Pride March route, which passes through the western portion of our district. The banners featured the logos of participating businesses, providing them with increased visibility during one of the city's largest events. The program was met with overwhelming enthusiasm, selling out within 48 hours. This initiative celebrated LGBTQ+ pride and supported our independent businesses by increasing their visibility during an iconic citywide event.



The company of Mobile Unit's The Comedy of Errors performing in Astor Place



Attendees learn choreography at The Public's Block Party for "Empire State of Mind" from Broadway's HELL'S KITCHEN in preparation for a city-wide flash mob performance

THE PUBLIC THEATER'S MOBILE UNIT'S SHAKESPEARE IN THE PARK TOUR

One of the Village Alliance's strongest anchor institutions, The Public Theater, joins with us to bring theater and music outdoors to Astor Place. The Village Alliance was honored to host The Public Theater's Mobile Unit's Shakespeare in the Parks Tour at Astor Place, bringing the bilingual production of "The Comedy of Errors" to our community. Directed by Rebecca Martínez with music by Julián Mesri, this modern adaptation infused contemporary Latin American music styles into Shakespeare's classic tale. Featuring live actor-musicians, the performances offered a vibrant and accessible cultural experience that celebrated diversity and enriched our public space with art and culture.

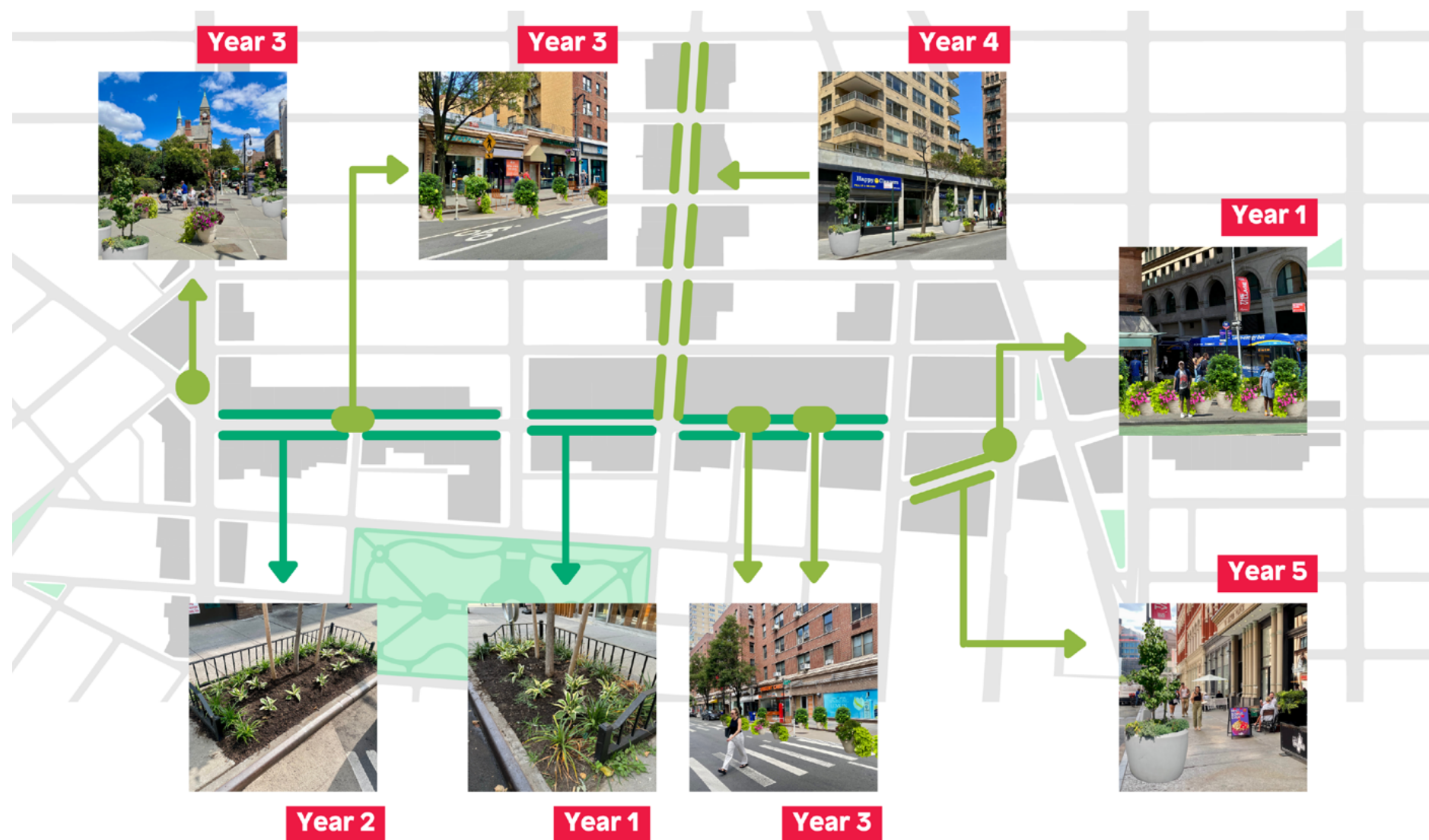
THE PUBLIC THEATER'S BLOCK PARTY IN ASTOR PLACE

Continuing our collaboration with The Public Theater, we hosted their Annual Block Party at Astor Place Plaza. This festive event celebrated community and free Shakespeare with live performances, activities, and giveaways. Attendees enjoyed iconic performances by The Public Theater alumni such as Amber Iman, Nikki M. James, Rebecca Naomi Jones, Gianna Harris, and Jelani Alladin. The Block Party brought joy and entertainment to residents and visitors, highlighting Astor Place as a vibrant cultural hub.

Investing in the Future: Project Green 2030

Project Green 2030 is an ambitious initiative to preserve and enhance the unique charm of Greenwich Village by adding vibrant greenery and improving public spaces. Building on our 30-year history of neighborhood improvements, the Village Alliance aims to enrich our public realm, ensuring that Greenwich Village remains a cherished destination for residents, businesses, and visitors alike.

PHASED STREETScape INVESTMENTS & UPGRADES



PRESERVING & ENHANCING CHARM

Project Green 2030 is focused on enhancing the unique charm of our streets by adding lush greenery and vibrant planters to our sidewalks and plazas. By expanding **62 tree beds** and adding **84 new planters** to **8th Street, University Place, and Astor Place**, we aim to complement the historic facades and enrich the streetscape without replacing or altering its character. These additions bring vibrant seasonal colors, creating an inviting environment that enhances the beauty of Greenwich Village's historic districts.

COMMUNITY HEALTH & WELL-BEING

Investing in new tree guards and landscaped tree beds will ensure our street trees thrive. Greener streets mean cleaner air, reduced heat, and shaded areas, making our sidewalks more comfortable and pleasant for everyone. This project is about enhancing what we already have to make it even better for our community.

ENHANCING APPEAL & NEIGHBORHOOD VALUE

Streetscape improvements enhance the overall appeal and vibrancy of the neighborhood, making it more attractive for residents, businesses, and visitors alike. Beautiful and well-maintained public spaces foster a sense of pride, encouraging people to explore, linger, and engage with local shops and cafes. This ongoing commitment to care and enhancement strengthens the neighborhood's character, ultimately contributing to the long-term value and desirability of the area.

BOOSTING FOOT TRAFFIC

A more attractive and comfortable streetscape encourages foot traffic, benefiting local businesses and enriching community life. Project Green 2030 is designed to enhance what makes our neighborhood special, reinforcing the Village as a place where people love to visit, explore, and spend time with friends and family.

Audited Financial Statements

STATEMENT OF FINANCIAL POSITION

Assets	FY23
Cash And Cash Equivalents	1,062,960
Program Revenue Receivable	9,691
Prepaid Expenses	5,315
Property And Equipment, Net	4,442
Right-Of-Use Asset - Operating Lease	143,151
Security Deposits Receivable	7,428
Total Assets	\$ 1,232,987
Liabilities/Net Assets	
Liabilities	
Accounts Payable/Accrued Expenses	115,821
Lease Liability/Operating Lease	145,455
Security Deposits Payable	13,880
Total	\$ 275,156
Net Assets	
Without donor restrictions	949,631
With donor restrictions	8,200
Total	\$ 957,831
Total Liabilities/Net Assets	\$ 1,232,987

STATEMENT OF ACTIVITIES

Support / Revenue	FY23
Assessment Revenue	1,400,000
Contributions	9,704
Program Service Revenue	160,956
Interest Income	10,702
Total Support / Revenue	\$ 1,581,362
Expenses	
Public Spaces	262,131
Sanitation	633,053
Marketing and Promotion	235,358
Streetscape Improvements	221,658
Administration	184,542
Total Expenses	\$ 1,536,742
Increase/[Decrease] in Net Assets	\$ 44,620

FY25 Approved Budget

REVENUE

	FY24	FY25
District Services		
Assessment	1,400,000	1,525,000
Astor Place		
Concessions	76,000	100,000
SAPO Events	35,000	35,000
Sponsorships	25,000	25,000
Other		
Contributions and Misc. Income	5,000	5,000
Program Revenue	-	1,500
Interest	3,500	5,000
Total Revenue	\$ 1,544,500	\$ 1,696,500

EXPENSE

	FY24	FY25
Public Space		
Sanitation & Graffiti Removal	585,480	586,000
Public Safety	175,000	225,000
District Landscaping	48,000	55,000
Astor Place Main.	45,000	45,000
Holiday Installation	20,000	15,000
Pedestrian Counts	12,000	16,500
Streetscape & General Main. & Public Art	15,000	15,000
Total	\$ 900,480	\$ 957,500
Marketing / Events		
District Events	28,000	25,000
Astor Place Events	25,000	25,000
Advertising & Business Promo.	10,000	15,000
Consultants & Graphics	10,000	5,000
Website & App Maintenance	10,000	15,000
Banners	10,000	10,000
Total	\$ 93,000	\$ 95,000
Comm. Programs		
W Sq Park/Social Services	1,250	1,250
Total	\$ 1,250	\$ 1,250
Management & Admin.		
Staff Compensation	439,000	440,000
Health Insurance & Benefits	64,875	56,000
Payroll Taxes & Expenses	38,425	56,203
Bookkeeping & Audit	23,900	24,000
Insurance	29,000	30,450
IT Services	4,000	3,500
Office Supplies & Expenses	16,500	15,000
Office & Field Ops. Rent	58,000	76,000
Utilities	6,500	7,000
Professional Fees & Dues & Subscrip.	11,500	12,500
Other	13,200	13,728
Total	\$ 704,900	\$ 734,381
Total Expense	\$ 1,699,630	\$ 1,788,131
Net Operating Revenue	\$ (155,130)	\$ (91,631)

Summary of financial statements dated November 30, 2023 prepared by Skody Scot & Company CPAS PC.
A copy of the completed audited financial is available upon request.

Staff and Sponsors

STAFF

Executive Director

Scott Hobbs

Deputy Director

Taylor Young

Digital Content Coordinator

Walter Greene

Planning + Data Intern

Nicholas Pietrinferno

CLEAN TEAM

Miguel Quiridumbay

Oumar Bah

Oumar Dieye

Santos Inga

Sekou Kane

Jeisson Lemus

Adolfo Lopez

Ndongo Ndiaye

Jose Pacheco

Aly Seck

Serigne Sene

Jacinto Torres

PUBLIC SAFETY TEAM

Calvin Beatty

Dashawn Louisdhon

Craig Terry

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\$10,000

Vornado

\$5,000

GrowNYC

Con Edison

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Sixth Avenue Equities

Neith Stone

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C. O. Bigelow's

Lenetta Pesotini

Meta Platforms, Inc.

Steve Simicich

St. Marks Comedy Club

Patrick Willingham

The Public Theater

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Cormac Flynn

Tony Hiss

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Hon. Eric Adams

Comptroller

Hon. Brad Lander

Manhattan Borough

President

Hon. Mark Levine

City Council Member for

District 2

Hon. Carlina Rivera

CLASS E: PUBLIC MEMBERS

Michael Levine

Manhattan CB 2

Meghan Joye

Manhattan CB 3

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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PHOTO CREDITS

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6th Avenue

University Place

W 8th Street

E 8th Street

Astor Place

St Marks Place

Washington Square Park