

# Astor Alive!

**VILLAGE ALLIANCE FY2017 ANNUAL REPORT**



# Dear Neighbors,

The past year has been one of growth at the Village Alliance, with major new public space operations, marketing initiatives and community events at the forefront of our agenda and accomplishments. We hope you take a moment to read this Annual Report and learn more about our service to the community.

In 2016 we were thrilled to **WELCOME NEW YORK CITY'S NEWEST PUBLIC SPACES** to the neighborhood! Astor Place is a thriving focal point for the local business community, cultural organizations, students, residents and for all who pass through the glorious new plazas. We look forward to presenting a variety of free cultural and small-scale activities that showcase the creative spirit of our world-class neighborhood.

The Village Alliance is always looking for ways to help our local merchants succeed and grow their business in New York City's challenging regulatory environment. Our loyalty card program, Village Access, seeks to **CONNECT LOCAL RESIDENTS WITH SMALL BUSINESSES** by

offering exclusive incentives. The Village Alliance also offers educational and networking opportunities to our business community, free marketing assistance and a variety of programs aimed at increasing district foot traffic.

Over the past two decades the Village Alliance has been a major force in cleaning up our streets, beautifying public spaces and promoting the best the Village has to offer. We hope to see you out on 8th Street, in Astor Place and throughout the district supporting our local businesses, attending events and in general enjoying the Village's magnificent quality of life.

**WE THANK OUR STAKEHOLDERS FOR YOUR CONTINUED SUPPORT**, and welcome feedback on how we can make the neighborhood a better place to live, work and visit.

William Kelley  
EXECUTIVE DIRECTOR

Martin Dresner  
PRESIDENT



ON THE COVER: The first ever Astor Alive! Festival was a raging success, bringing together 20,000 guests wowed by 44 performances from 21 incredible performing arts organizations, all to celebrate the redesign and reopening of Astor Place and Cooper Square.

Four different stages of song, dance, theater, and spoken word performances made Astor Alive! the biggest cultural event ever seen at Astor Place. The entirely local performing arts lineup included incredible talent from legendary cultural powerhouses like Blue Man Group, The Public Theater, Joe's Pub, La MaMa E.T.C., Peridance, Bowery Poetry Club, Danspace Project, Rod Rodgers & many more, including local educational institutions.

# Placemaking



At long last, the years of planning, design and construction of the transformative Astor Place/Cooper Square renovation project came to fruition this past fall. A decade in the making, these newly created **TOWN SQUARES WILL SERVE THE COMMUNITY** primarily as places to sit, relax and observe the city's bustling streets, but also as a stage to showcase local arts programming. We are truly thrilled to steward these new spaces as the City's licensed maintenance partner for Astor Place.

The end of construction brought with it the eagerly anticipated return of Tony Rosenthal's iconic Alamo cube sculpture, New York City's first piece commissioned as part of its first Public Art Program, which turns 50 this year. We also dedicated another iconic work of art at Astor Place in 2016, Jim Power's mosaic poles, seven of which are now permanently installed in the plazas. Working with the city and local community stakeholders for approvals and funding, the poles **TELL THE CULTURAL HISTORY OF THE NEIGHBORHOOD, AND ARE A TRIUMPH OF POPULIST ART.**

To mark the opening of the new public spaces, the Village Alliance produced the inaugural Astor Alive! Performing Arts Festival, presenting 44 performances by 21 local arts organizations over two days, free to the public. A **FULL SEASON OF FREE PROGRAMMING IS ALSO PLANNED TO CELEBRATE THE CUBE'S 50th BIRTHDAY.** Beginning with the Astor Poetry

Jam in April, our seasonal programs feature local performance and visual artists, as well as a broad range of participatory events in a comfortable and welcoming environment. The Astor Blaster Silent Disco in June commemorated the broad musical legacy of the neighborhood, while the family-oriented "Creativity Cubed" series focuses on crafts and storytelling through paper sculpture, mosaics and other media. To stay up to date with the latest events in Astor Place and surrounding neighborhood, including free fitness classes and more, follow @AstorPlaceNYC on social media or visit [www.astorplace.nyc](http://www.astorplace.nyc)



Placemaking efforts are evident throughout the district, most notably our landscaping and public art initiatives. Our most recent

landscaping project involved upgrading tree pits along West 8th Street to improve root health. We also facilitated a **PUBLIC ART INSTALLATION AT RUTH WITTENBERG TRIANGLE, OUR LARGEST EFFORT TO DATE.** On view through September 2017, Gillie & Marc's whimsical "Paparazzi Dogs" is an engaging delight to all who pass by.



# Community Events

The Village Alliance has been actively increasing our visibility in the community, largely through production of community events, often in partnership with local businesses or advocacy organizations. This gives us the opportunity to broaden our audience, educate neighbors about our services, and ultimately **BUILD STRATEGIC PARTNERSHIPS THAT BENEFIT OUR LOCAL MERCHANTS AND RESIDENTS.**



Inspired by Jane Jacobs and part of a year-long 100th birthday celebration, we teamed up with the Greenwich Village

Society for Historic Preservation to create a trivia night, even catching a glimpse of “Jane Jacobs” herself. The entertaining evening was such a hit we plan to make it an annual tradition. Last fall we heard from Councilmember Corey Johnson at a **SMALL BUSINESS NETWORKING HAPPY HOUR** co-hosted with the Greenwich Village Chelsea Chamber of Commerce. These events foster connections within the local business community, both within the district and throughout the neighborhood more broadly.



In the new year, we presented **VILLAGE VITALITY**, a two-week series of fitness classes, health & beauty treatments and promotions at gyms, studios and health

related retailers across Greenwich Village. The successful promotion aimed to improve mind, body and soul during traditionally low seasonal

foot traffic. Spring brought a slew of free outdoor community events to Astor Place, including poetry readings, dancing, arts & crafts, storytelling and fitness in celebration of the 50th anniversary of Tony Rosenthal’s Alamo cube sculpture.



And finally, neighbors came out “on the road” with the Village Alliance on three summer Saturdays at the 5th annual **POSITIVELY 8th STREET FESTIVAL**. Local businesses, residents and artists came together on West 8th Street for live performances, children’s games, outdoor dining, art workshops and a bit of recreation to celebrate the unique cultural history of the area.



# Small Businesses



This year the Village Alliance launched a new campaign to raise the profile of Greenwich Village's original

Main Street. The **MADE ON 8th STREET** campaign highlights the people, places and lifestyles of one of the most iconic streets in New York City. Working with local merchants, we will feature the stores, restaurants and services that make our corner of the world unique, quirky and vibrant. Stay tuned for themed weeks and events focused on food, fashion and art throughout the coming year.

In January we introduced Version 3.0 of our neighborhood merchant loyalty program, the **VILLAGE ACCESS CARD**. Offering deals and incentives at over 75 local businesses, the Village Access Card encourages Villagers to shop locally

and strengthen the local retail economy. Since launching in 2015, we have distributed thousands of cards to local residents and employees in Village zip codes. To get your free card and discover how you can support small businesses in Greenwich Village, visit [villagealliance.org/deals](http://villagealliance.org/deals).

Want To Help Small Businesses Succeed In Greenwich Village?

**VILLAGE  
ACCESS**

Our neighborhood social media channels continue to engage over 20,000 followers under the **GREENWICH VILLAGE NYC** and **ASTOR PLACE NYC** names, reflecting our intent to provide content that appeals to the broader neighborhood as well as to those interested in learning about and/or visiting Greenwich Village. Follow us on Facebook, Twitter and Instagram for the latest neighborhood news, events and business information. If social media is not your focus, then visit our website, [villagealliance.org](http://villagealliance.org), and sign up for our e-newsletter, **THE VILLAGE BEAT**.

## WELCOME NEW MERCHANTS

- **Ancolie**  
58 West 8th Street
- **Ayios Greek Rotisserie**  
2 St. Marks Place
- **CHI Snack Shop**  
22 St. Marks Place
- **Coup**  
64 Cooper Square
- **CVS**  
475 Sixth Avenue
- **Dunkin Donuts**  
52 East 8th Street
- **Goods for the Study**  
50 West 8th Street
- **Hao Noodle & Tea**  
401 Sixth Avenue
- **Intelligent Nutrients**  
1 Fifth Avenue
- **Loring Place**  
21 West 8th Street
- **Mi-Ne Sushi**  
496 Sixth Avenue
- **Northwell Urgent Care**  
41 East 8th Street
- **NY Kids Club**  
1 East 8th Street
- **NY Sports Club**  
4 Astor Place
- **Orangetheory Fitness**  
51 Astor Place
- **Raw Mkt**  
61 East 8th Street
- **Seabird**  
361 Sixth Avenue
- **See's Candies**  
60 West 8th Street
- **Smile Direct Club**  
349 Sixth Avenue
- **Stolle Bakery**  
109 West 10th Street
- **Sushi Katsuei**  
357 Sixth Avenue
- **Sweetgreen**  
10 Astor Place
- **Verizon**  
462 Sixth Avenue
- **Wink**  
406 6th Avenue

# Quality of Life

Our Clean Team worked hard over the past year to keep our streets clean, logging **22,868** sanitation hours, removing **1,075** tons of garbage and caring for **58** pieces of plaza furniture. Our largest and most visible program, we scraped, cleaned and painted **22,285** areas of streetscape and removed **385** large incidents of graffiti this past fiscal year. We are also pleased to report that our patrol officers have been a valued and dedicated extension of our own staff over the past year, patrolling seven days per week for a total of **7,250** hours. As ambassadors to the district, public safety officers 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. Over the past year, our team has logged an astounding **5,419** incidents, providing the Alliance with invaluable information and statistics that allow us to more effectively work with local police precincts to address recurring street conditions. Finally, our horticultural team was busy this year caring for **55** planters, **145** tree pits and **48** hanging baskets, putting the “green” in Greenwich Village.

## NORMAN BUCHBINDER AWARD



The Norman Buchbinder Award is presented annually to the property or business owner that most embodies the pride in community and robust attention to neighborhood revitalization that was the hallmark of Mr. Buchbinder, founding President of the Village Alliance. This year’s award honors Edward J. Minskoff Equities, owners of 51 Astor Place. Since retail leasing concluded in 2016, the office building’s tenant mix and street presence has brought a physical and social transformation to the neighborhood.

Not only is 51 Astor Place a sleek addition to the skyline, but Minskoff Equities also

created one of four integrated public plazas at Astor Place. Two impressive works of art adorn the plaza and lobby of 51 Astor Place, Keith Haring’s “Self Portrait” and Jeff Koons’ “Balloon Rabbit (Red),” complementing Tony Rosenthal’s “Alamo” and Jim Power’s mosaic poles in what is becoming a pantheon of public art. The meticulous management of the building’s public realm and attention to detail behind every element of this newest Astor Place edifice are the reasons we are pleased to award the 2017 Buchbinder Award to Minskoff Equities.

# VILLAGE ALLIANCE FY 2018 Budget

## Notes:

- BID Assessment Increase voted on by Board of Directors (FY 16 \$1.2M; FY 17 \$1.3M; FY 18+ \$1.4M)
- Revenue from Astor Place kiosk concessions (opened 4Q FY 2017)
- Maintenance fee paid by private events at Astor Place
- Program sponsorships from direct fundraising efforts (Astor Place)
- The proportionate share of Sanitation and Public Safety expenses are accounted for under Astor Place Programs.
- New Landscaping Contract will result in lower costs moving forward
- Includes Washington Square Park Fund disbursement: 50% in FY 2017 and 50% in FY 2018. Funds have accrued separately in the Park Fund.
- Includes Sanitation, Public Safety, Horticulture, Capital Maintenance and Community Programs at Astor Place
- Includes Equipment, Supplies, Permits, Insurance, Professional Fees and a portion of staff time.

Revenue	FY2018 Budget	FY2017 Actual	FY2017 Budget
BID Assessment <sup>1</sup>	\$1,400,000	\$1,300,000	\$1,300,000
Astor Place Concessions <sup>2</sup>	\$75,000	\$18,000	\$75,000
Astor Place Event Fees <sup>3</sup>	\$50,000	\$50,000	\$25,000
Astor Place Sponsorships <sup>4</sup>	\$50,000	\$55,000	\$100,000
Interest	\$2,000	\$2,200	\$2,000
Grants/Other	\$5,000	\$24,000	\$5,000
<b>TOTAL REVENUE</b>	<b>\$1,582,000</b>	<b>\$1,449,200</b>	<b>\$1,507,000</b>

Expenses	FY2018 Budget	FY2017 Actual	FY2017 Budget
<b>Program Services</b>			
Sanitation & Graffiti Removal <sup>5</sup>	\$435,000	\$386,000	\$386,000
Public Safety <sup>5</sup>	\$83,000	\$83,000	\$105,000
Promotion, Marketing & Events	\$117,500	\$137,500	\$137,500
Streetscape/Capital Maintenance	\$10,000	\$10,000	\$10,000
Horticulture <sup>6</sup>	\$45,000	\$60,000	\$60,000
Community Events/Programs <sup>7</sup>	\$62,500	\$67,500	\$2,500
Astor Place Programs <sup>8</sup>	\$279,000	\$358,000	\$371,000
<b>General/Administrative</b>			
Rent & Utilities	\$57,412	\$52,552	\$52,552
Office Administration	\$52,200	\$51,700	\$51,700
Astor Place Administration <sup>9</sup>	\$138,500	\$133,750	\$133,750
Wages/Taxes/Benefits	\$361,345	\$350,000	\$339,837
<b>TOTAL PROGRAM &amp; ADMINISTRATIVE EXPENDITURES</b>	<b>\$1,641,457</b>	<b>\$1,690,002</b>	<b>\$1,649,839</b>
<b>NET OPERATING COSTS</b>	<b>(\$59,457)</b>	<b>(\$240,802)</b>	<b>(\$142,839)</b>
<b>PROJECTED LIQUID ASSETS</b>	<b>\$562,093</b>		

as of July 1, 2018

## VILLAGE ALLIANCE BOARD & STAFF

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**VILLAGE**  
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