

ROAD TO RECOVERY

VILLAGE ALLIANCE
ANNUAL REPORT
FISCAL YEAR 2021



DEAR NEIGHBORS,

The past year has challenged us in ways never imagined – COVID-19 and its effect on New York City has been enormous, a once in a lifetime test of our ability as a region to come together and come back stronger. As I write this, a successful vaccine distribution program this spring has led our economy on the road to recovery, and a presumed return in person to offices, schools and neighborhood streets by fall. For the past fifteen months, Village Alliance staff members have been working tirelessly to advocate for our small business community, from educating our merchants on available government, non-profit and private resources to developing targeted promotions that raise awareness among our broader neighborhood audience. The Village Recovery Grant Program and Village Bucks Community Gift Card are two such economic development initiatives that address merchant needs.

But the road to recovery in Greenwich Village not only encompasses financial incentive programs, it also includes the literal road. Policies allowing outdoor dining on sidewalks and in parking lanes, as well as pedestrianized streets have been a lifeline for merchants during the pandemic, but certain quality of life impacts indicate that more study is needed to balance the uses between pedestrians, vehicles and commerce as these programs are made permanent. The City's Open Streets program also paved the way for dense neighborhoods to allow for exercise and social distancing, and careful management of these resources is essential to continued success.

Throughout these demanding times, our hard-working street teams have been dedicated to the details that improve the public realm for everyone in central Greenwich Village. Their services are more essential than ever, be it cleaning and sanitizing

public spaces and furnishings, caring for greenery, removing graffiti, or monitoring anti-social behavior. Although there are larger societal policies that must change in order to resolve our most intransigent street issues, we believe that addressing disorderly conditions immediately, however small, will ensure that our beautiful and historic neighborhood remains vibrant for all.

We hope you take a moment to read this Annual Report and learn more about our service to the community. For almost thirty years, the Village Alliance has been a major force in cleaning our streets, beautifying public spaces and promoting Greenwich Village merchants -- we hope you will make every effort to support our local businesses as well during this unprecedented time. **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.

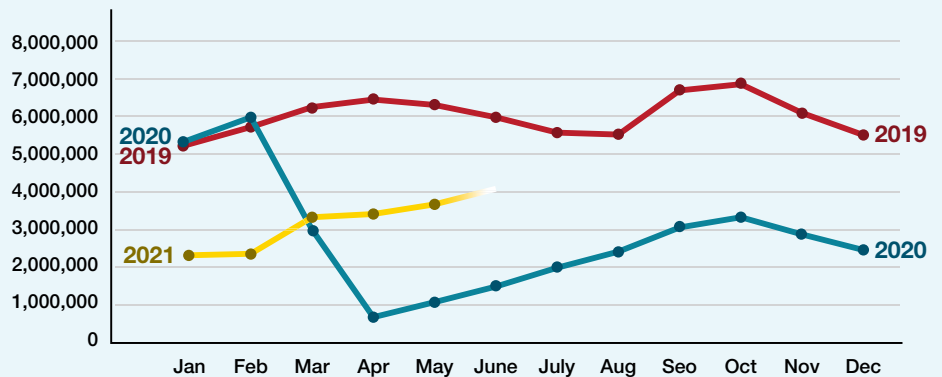
Sincerely,



William Kelley

Executive Director

**Village Alliance Primary Trade Area:
Worker and Visitor Pedestrian Traffic**



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, with nearly 1 in 8 closing their doors permanently. 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.



This year, with the help of fundraising from local residents and property owners, including a generous seed grant from Chris Hughes, the Village Alliance was able to launch the **Village Recovery Grant Program** and award \$10,000 to ten local commercial storefront businesses. We also partnered with

the Pace University Small Business Development Center to provide one-on-one technical assistance on business planning essentials, including financing, marketing, operations and/or licensing issues. The goal of the partnership is to ensure that the grant awardees have the best resources possible to adapt and thrive in the new business environment.



Our new community gift card program, Village Bucks, keeps dollars local supporting Village merchants.

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 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.



Village Vitality returned in 2021 with an all-online promotion to keep the community fit at home during quarantine.

Our communication channels continue to engage nearly 50,000 followers under the *Greenwich Village NYC*, *Astor Place NYC* and *Made on 8th Street* names, 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, <https://greenwichvillage.nyc>, and sign up for our biweekly e-newsletter, *The Village Beat*.

Street Scene 2021:
"WE ARE BACK and
WE ARE BETTER"



IMPROVING PUBLIC SPACES



The new Astor Place Greenmarket is open every Tuesday through Thanksgiving.

Improving public open space is also 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.

Although the pandemic resulted in decreased district foot traffic, the Alliance nevertheless maintained services to ensure that local residents and essential workers could utilize pedestrian-friendly commercial corridors and public open space. A new partnership with GrowNYC produced the first ever farmer's market on Tuesdays at Astor Place



University Place hosts NYCDOT's Open Streets on weekends, creating a shared space between pedestrians, bicyclists and vehicles to connect Washington Square Park with Union Square Park.

beginning in August 2020, providing fresh vegetables and baked goods to the local community outdoors while socially distanced.

As we came out of the winter months and 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. In June 2021, we were delighted to work with Creative Time to bring Rashid Johnson's



Creative Time and Rashid Johnson's Red Stage brought the community together at Astor Place in June.

Red Stage to Astor Place for a month-long art installation accompanied by free cultural programming. Serving as platform and invitation to artists and makers of all kind, Red Stage acted as armature and infrastructure for supporting the making, improvising and collaborating between artists and public in acts of resurgence as the city considered what rebuilding post-pandemic could look like.

Open Streets, a public space program introduced by the NYC Department of Transportation (NYCDOT) during the pandemic, allows vehicles, bicycles and pedestrians to share the roadbed at low speeds. In central Greenwich Village, West 8th Street, St. Marks Place, University Place and streets adjacent to Washington Square Park are managed by Village Alliance staff and volunteers to create shared spaces on weekends throughout the warm weather months, and will be evaluated in the subsequent year for any improvements.

Also this past year, at the request of Manhattan Community Board 2, NYCDOT began to study University Place and its role within the broader central Greenwich Village street network. After the northernmost block between 13th and 14th Street was reversed two years ago, the resulting traffic patterns created backup on adjacent side streets, but also drastically reduced volumes on University Place itself. As NYCDOT's design options are presented to the Community Board for review this fall, the Village Alliance will closely monitor; any new streetscape elements introduced by the City may ultimately require maintenance assistance from our organization.

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



Our Clean Team is on the street every day of the year making the neighborhood shine.

drug addiction were again evident on our streets – shocking after so many years of progress in these realms. Beginning last summer, the Village Alliance began working 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 the Mayor's COVID Recovery Office to coordinate interventions as soon as possible.

This past year, our Clean Team worked hard to keep our streets clean, logging 18,882 sanitation hours, removing 88,500 bags (1,106 tons) of garbage and caring for 170 pieces of plaza furniture (and one giant spinning cube!). Our largest and most visible program, the Clean Team painted 21,613 areas of streetscape and removed 396 large incidents of graffiti this past fiscal year. From year to year the statistics vary, but this year's work represents an astonishing 68% increase in removing graffiti, stickers and repainting surfaces. We also 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 in the wake of civil unrest.

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 5,785 hours. As our most



Large graffiti incidents are on the rise, but our night crew is on the job



The Village Alliance works hard each spring to prepare beds and plant hundreds of flowers throughout the district.

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 new public safety services vendor, Excel Security, who work hard to develop new approaches to persistent issues. Over the past year, our team logged 1,614 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.



WELCOME NEW MERCHANTS

8th Street Pets	44 West 8th St
Ace of Bladez	13 Third Ave
Atelier Woman	29 West 8th St
Blossom	72 University Pl
Café Delia	59 East 8th St
Che Li	19 St. Marks Pl
Concepts	99 University Pl
Fabio Clemente	6 St. Marks Pl
Fed Ex	65 East 8th St
Jewels Parlor	24 St. Marks Pl
Kimura Motsunabe	31 St. Marks Pl
Mace	35 West 8th St
Madman Bakery	42 University Pl
Maman	67 University Pl
Matoro Salon	28 West 8th St
Min Sushi	32 St. Marks Pl
QQ Nails & Spa	71 University Pl
T Swirl Crepe	23 St. Marks Pl
TMPL Gym	4 Astor Place
Wicked Jane	15 West 8th St
Yamadaya	450 6th Ave
Yuco	33 West 8th St

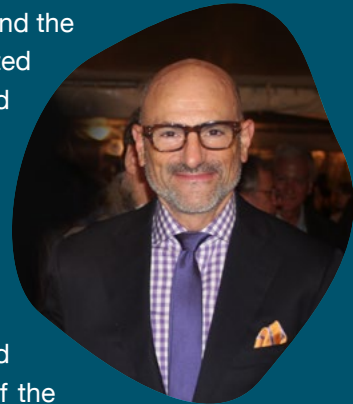


Maman, serving salads, sandwiches and baked goods in a beautiful setting, opened this spring at 67 University Place.

2021 BUCHBINDER AWARD MARTIN DRESNER

The Norman Buchbinder Award is presented annually to the individual who most embodies the pride in community and robust attention to neighborhood character that was the hallmark of Mr. Buchbinder, founding President of the Village Alliance. This year's award honors **Martin Dresner**, our immediate past President and Board member since 2003.

Martin's passion for improving neighborhoods began in 1986 when he started at real estate firm The Mendik Company, later merged with Vornado Realty Trust in 1997. His work with Vornado led him to Greenwich Village and the Village Alliance in 2003 as the newly renovated 770 Broadway began to lure top media and fashion tenants to the district. Martin was immediately engaged as a Board member, offering thoughtful guidance and much-needed resources to our young non-profit.



Martin's work at the Village Alliance has been exemplary from the beginning and continued after he was elected President of the Board in 2007. Over his first two years as President, Martin oversaw a successful BID expansion program to the north of 8th Street. In 2012, Martin was instrumental in modernizing the Village Alliance communication efforts and spearheaded a rebranding effort that included new website and social media outlets. Subsequent years saw the creation of much-needed pedestrian safety improvements at Ruth Wittenberg Triangle and along 8th Street, as well as the creation of a public art program. But Martin's crowning achievement at the Village Alliance is the near-decade spent advocating for, planning and programming the \$16-million Astor Place renovation, which transformed what was once merely a transient thoroughway into a crossroads of East and West Villages, haven and nexus for its young, vibrant and diverse communities.

For nearly twenty years, Martin Dresner has volunteered his time and expertise to our organization, much of it in the same demanding and inspiring role as our founding President, Mr. Buchbinder. We enthusiastically honor Martin with the 2021 Norman Buchbinder Award for his years of service, and welcome his continued involvement as a Public Member.

Photo: Martin Dresner

FY 2022 BUDGET



BOARD OF DIRECTORS

	FY2021 Budget	FY2021 Projected	FY2022 Adopted
Revenue			
BID Assessment	\$1,400,000	\$1,400,000	\$1,400,000
Astor Place Concessions ¹	\$42,500	\$33,000	\$52,500
Astor Place Event Fees ²	\$10,000	\$10,500	\$25,000
Astor Place Sponsorships ³	\$20,000	\$25,000	\$25,000
Interest	\$3,000	\$2,500	\$3,000
Grants/Other ⁴	\$5,000	\$172,300	\$5,000
TOTAL REVENUE	\$1,480,500	\$1,643,300	\$1,510,500
Expenses			
Program Services			
Sanitation & Graffiti Removal ⁵	\$494,375	\$475,500	\$494,375
Public Safety ⁵	\$90,000	\$95,000	\$105,000
Promotion, Marketing & Events	\$60,500	\$88,767	\$86,500
Streetscape/Capital Maintenance	\$15,000	\$17,851	\$15,000
Horticulture	\$50,000	\$48,000	\$48,000
Community Programs ⁶	\$1,250	\$101,250	\$1,250
Astor Place Programs ⁷	\$170,625	\$166,942	\$200,625
General/Administrative			
Rent & Utilities	\$66,323	\$59,920	\$61,643
Office Administration	\$55,269	\$60,700	\$61,825
Astor Place Administration ⁸	\$129,723	\$128,606	\$128,065
Wages/Taxes/Benefits	\$382,168	\$378,817	\$384,194
TOTAL PROGRAM & ADMINISTRATIVE EXPENDITURES	\$1,515,233	\$1,621,353	\$1,586,477
NET OPERATING COSTS	(\$34,733)	\$21,947	(\$75,977)
PROJECTED CASH RESERVES			
As of July 1, 2021	\$820,000		
	\$1,510,500	FY 2022 Revenues	
	(\$1,586,477)	FY 2022 Expenses	
As of July 1, 2022	\$744,023		

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

President – Vacant

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 **Adam Pomerantz**
The Related *Sixth Avenue Equities*
Companies

Michael Lehman **Dan Ruanova**
107 University Place *Vornado Realty Trust*
LLC **Bruce Spiegel**
Rose Associates, Inc

Will Morgan **Jeffrey Sussman**
Ideal Glass *Minskoff Equities*

Kim Newman **Donna Vogel**
The Cooper Union *GFP Real Estate*

Class B: Commercial Tenants

Ian Ginsberg **Juan Salazar**
C.O. Bigelow *Facebook*

Sarah McNally **Steve Simicich**
Goods for the Study *VSpot Express*

Class C: Residential Tenants

Cormac Flynn **Tony Hiss**

Class D: Elected Officials

Hon. Bill de Blasio
Mayor, City of New York

Hon. Gale Brewer
Manhattan Borough President

Hon. Scott Stringer
Comptroller, City of New York

Hon. Margaret Chin
New York City Council

Class E: Public Members

Martin Dresner **Vacant**
Michael E. Levine **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



Village Alliance

Business Improvement District

The Village Alliance has been a leading advocate for the Greenwich Village community since 1993. 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**

Village Alliance

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New York, NY 10003

212.777.2173

Connect with us online:

Greenwich Village NYC –   

www.greenwichvillage.nyc

Astor Place NYC –   

www.astorplace.nyc

Download the app:

Village Access – www.villageaccesscard.com