

# Alliance for Downtown New York

## Performance Indicators

### Third Quarter 2003-2009

| INDICATOR   | Q3 '03    | Q3 '04    | Q3 '05    | Q3 '06    | Q3 '07    | Q3'08     | Q3 '09    |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Downtown Commercial Vacancy Rates   | 13.0%     | 12.7%     | 11.5%     | 9.1%      | 6.7%      | 7.3%      | 9.9%      |
| Hotel Occupancy Rates*  | 72.0%     | 81.7%     | 84.6%     | 86.5%     | 84.0%     | 89.8%     | 87.8%     |
| Operation Scorecard - Percentage of Acceptably Clean Streets              | 98.6%     | 95.6%     | 99.4%     | 98.3%     | 99.5%     | 97.4%     | 97.8%     |
| Operation Scorecard - Percentage of Acceptably Clean Sidewalks            | 100.0%    | 98.1%     | 100.0%    | 99.4%     | 100.0%    | 98.9%     | 100.0%    |
| Visitors to Downtown Attractions*   | 1,052,544 | 1,088,322 | 1,618,538 | 1,518,620 | 2,273,055 | 2,413,348 | 2,650,642 |
| Average # of Homeless Individuals Encountered in Weekly 1 Hour            | 10.16     | 9.83      | 6.03      | 3.4       | 2.58      | 5.18      | 2.43      |
| Number of Homeless encountered by Outreach Workers                        | 261       | 252       | 250       | 239       | 285       | 294       | N/A       |
| Services Accepted   | 160       | 137       | 142       | 135       | 148       | 104       | N/A       |
| Services Declined   | 101       | 115       | 108       | 104       | 137       | 189       | N/A       |
| Public Contacts   | 200,151   | 191,391   | 207,353   | 222,634   | 225,374   | 261,902   | 217,154   |
| Tons of Litter Collected  | 519.3     | 529.6     | 506.5     | 508.9     | 433.7     | 426.6     | 404.0     |
| Daily Average - Crimes Against Person                                     | 0.38      | 0.25      | 0.24      | 0.26      | 0.24      | 0.20      | 0.16      |
| Daily Average - Crimes Against Property                                   | 2.18      | 2.11      | 2.19      | 1.90      | 1.91      | 1.52      | 1.45      |
| Kiosk Information Booth Contacts - City Hall                              | NA        | 110,542   | 104,263   | NA        | 123,875   | 115,394   | 118,606   |
| Kiosk Information Booth Contacts - WTC Site                               | NA        | 164,136   | 187,810   | 178,315   | 155,226   | 187,150   | 199,465   |
| Kiosk Information Booth Contacts - World Financial Center                 | NA        | NA        | NA        | NA        | 52,602    | 114,045   | 115,926   |
| Alliance Website Visits   | 139,529   | 121,265   | 149,127   | 238,411   | 316,371   | 207,604   | 70,197    |
| Website visitors to Mr. Office Space                                      | NA        | NA        | NA        | NA        | 162       | 286       | 160       |
| Downtown Connection Ridership   | NA        | 184,761   | 178,168   | 178,130   | 181,334   | 190,640   | 201,174   |
| Average Weekday Subway Ridership  | 280,814   | 291,950   | 295,767   | 306,450   | 302,678   | 317,923   | 312,145   |
| Commercial Leasing Activity Measured in Square Feet                       | 851,200   | 657,985   | 820,548   | 2,702,125 | 1,217,923 | 427,332   | 1,025,570 |
| Total Residential Housing Unit Inventory - South of Chambers (Cumulative) | 17,196    | 18,810    | 20,617    | 21,072    | 23,187    | 28,177    | 27,305    |
| Conversion Starts Since 1995 (Cumulative)                                 | NA        | 8,880     | 11,072    | 11,188    | 13,214    | 13,694    | 13,276    |
| New Development Starts Since 1995 (Cumulative)                            | NA        | 4,504     | 4,816     | 6,255     | 6,815     | 7,787     | 8,376     |
| Future and Options Program - Internship Participants (Cumulative)         | 1,815     | 2,246     | 2,601     | 2,908     | 3,099     | 3,237     | 3,429     |
| Technical Assistance Inquiries from Small Businesses (Cumulative)         | 2,320     | 3,773     | 4,797     | 5,519     | 5,945     | 6,260     | 6,670     |
| Wireless Network Usage Totals   | N/A       | 6881      | 9,423     | 13,006    | N/A       | 11,853    | 14,985    |
| Bike Around Downtown (Cumulative)   | N/A       | N/A       | N/A       | N/A       | N/A       | 4,615     | 12,612    |

\*Market basket of selected facilities or attractions, including River to River Festival.