Menu of Infinite Possibilities
**DINNER**  
**TUESDAY, APRIL 18, 1892.**

### SOUPS
- Cream of artichokes, Morlas 50
- Chicken and leeks 60
- Chicken gombo 60
- Strained chicken gombo 80

### SIDE DISHES
- Julepna 40
- Split pea purée 55
- Croust au pot 40
- Tunny 25
- Sardines 25
- Anchovies on toast 40
- Mackerel in oil 50
- Westphalia ham 60
- Palmettes of snipe, Osborn 1 00
- Soft shell crabs 1 00
- Halibut, hollandaise sauce 60
- Baked Spanish mackerel 70
- Shad roe, American sauce 85

### FISH
- Broiled bluefish 50
- Fried frosted fish 50
- Pompano, Ducclair 60
- Braised beef with noodles 75
- Stuffed shoulder of lamb, macedoine 80
- Stew of beef with mashed carrots 75
- Half chicken, Vienna style 1 25
- Pigeon with pain 1 00
- Vol-au-vent,分数线 1 75
- Fresh mushrooms on toast 1 35
- Turkey 1 00
- English snipe 75
- Loin of lamb, mint sauce 60
- Squab 90
- Baked-birds 1 50
- Duckling 2 50
- Chicken 2 00
- Squab chicken 1 50
- Plover 75
- Ruddy duck 1 50
- Canvas-back duck 1 00
- Red-head duck 3 50
- Mallard duck 1 50
- Salmon, tarter sauce 70
- Terrine de foie gras 1 00
- Boned turkey 75
- Chicken mayonnaise 1 25
- Lamb cutlets, Victor Hugo 1 00
- Sweetbread, Neapolitan style 1 50
- Terrapin, Maryland or Baltimore 2 50

### ENTREES
- Tournedos of filet of beef, Laguipierre 2 50
- Squab 80
- Game pie 1 00
- Beef à la mode 60
- Squab 50
- Neapolitan 50
- Cucumber 60
- Tomato 60
- Escalope 39
- Macédoine 50
- Roman 50
- Celery 50
- Italian 1 00
- Dandelion 50

### VEGETABLES
- Onions, Soubise sauce 40
- Parsnip cake fried in butter 40
- New potatoes 20
- Potatoes, gastronome 80
- Parslienne 30
- Saucées 20
- Stewed 30
- Anna 30
- Fried eggplant 40
- Cépes 1 00
- Lima beans 20
- French peas 50
- Sweet potatoes 30
- Bermuda 30
- Succotash 40
- Stuffed eggplant 75
- Cahiflower 60
- Spaghetti, Neapolitan 50
- Braised celery 50
- Preserved asparagus 60
- Macaroni, italienne or paristrine 19
- Asparagus tips 50
- French string beans 50
- Artichokes 60
- Spinach 40
- New asparagus 50
- Peppers 60
- Green peas 60
- Flagolet beans 50
- Macédoine 50
- Preserved artichoke bottom 1 00
- ENTREMETS
- Hot: Apples, Nelson 50
- Charlotte russe 30
- Cream meringue 30
- Renaissance pudding 40
- Custard 39
- Peach pie 25
- Cabinet pudding, maraschino 40
- Madeira jelly 20
- FANCY CREAMS: Bombe pancake with white coffee 55
- Ice cream meringue 35
- Baked cream with maraschino 60
- Plumbeau of marrons 40
- Biscuit glacé 25
- Neapolitan 35
- Cognac, Tortoni 40
- Tutti frutti 35
- Ice cream Charlotte 35
- CREAMS: Strawberry 30
- Coffee 60
- Chocolate 60
- Orange 30
- Raspberry 30
- Pistachio 30
- Water Ice 30
- Lemon 30
- Maraschino 10
- Rum 40
- Latta Poulot 48
- Preserved cherries, strawberries, green gages or apricots 35
- Assorted and fancy cakes 25
- Jam, jelly, Dunloe, apricots, strawberries, currants, peaches, ginger nuts 33
- Barbe-Duc 40
- Stewed prunes 50
- Preserved pineapple, quince, peach or pear 30
- Nuts and raisins 25
- Brandy peats, figs, green gages, cherries or peaches 40
- FRESH FRUIT: Pears 35
- Grapes 30
- Apples 20
- Strawberries 60 with cream 70
- Fresh fruit 75
- Oranges 27
- Bananas 20
- Pineapple 20
- Cheese: Roquefort 30
- Gorgonzola 30
- Roquefort 30
- Gournay 30
- Port du Salut 30
- Brie 30
- Delmonico's French coffee 15
- Turkish coffee 20
A MESSAGE FROM THE PRESIDENT

NEW YORK'S OLDEST NEIGHBORHOOD IS GETTING YOUNGER

A NEW WORLD CLASS SHOPPING DESTINATION EMERGES

NEW YORK'S NEW FOOD FRONTIER

A HOTEL RENAISSANCE

ECONOMIC DEVELOPMENT

LOWER MANHATTAN HQ

OPERATIONS

COMMUNICATIONS

FINANCIAL STATEMENTS

BOARD AND STAFF LISTS

Da Claudio NYC Ristorante e Salumeria
To Start
The changes happening in Lower Manhattan right now are extraordinary. The transformation of New York City’s oldest neighborhood is an urban phenomenon.

Everywhere you look, Lower Manhattan is bustling. Rising tourism paired with new hotels, a burgeoning tech and media cluster, an expanding transportation network and a growing residential population are changing how people think of the area.

But this year, one change stands out among the rest and tastes the best: the food.

New restaurants are opening in Lower Manhattan at a dizzying clip, representing a growing and impressive display of culinary diversity.

It was here in Lower Manhattan that America’s first fine dining restaurant — Delmonico’s — was born and that today’s cutting-edge restaurateurs — from David Chang to Danny Meyer, Daniel Boulud to Tom Colicchio, Mario Batali to Drew Nieporent — have opened new ventures.

And what is good news for foodies is great news for the rest of the neighborhood. Restaurant-goers are part of a broader retail revolution that has reached new heights with the emergence of a diverse constellation of stores south of Chambers Street.

Westfield World Trade Center’s recent debut, which came on the heels of earlier openings at Brookfield Place, Fulton Center and along Broadway’s revitalized corridor has brought scores of new shops to the area. There are not only more places to shop downtown, but a greater range of options — including mom and pop shops, high-end stores, boutiques and popular chains.

In 2018, Howard Hughes’ reinvented Pier 17 at the Seaport District will provide 365,000 square feet of additional retail, dining and entertainment. New hotels are also sprouting up throughout the district, including the Four Seasons Hotel New York Downtown on Barclay Street, the dramatic Beekman Hotel in the historic Temple Court Building and The Courtyard by Marriott WTC on Greenwich Street.

And there is much more to come: All told, we will have nearly three million square feet of new and repositioned retail and dining possibilities by 2019.

Lower Manhattan now draws people around the clock from across the city, the tri-state area, the nation and the world. This is a dramatic shift for a place that was once considered a “ghost town” that largely shut down at 5 P.M.

Many of these changes have been shaped by a growing creative workforce and the changing demographics of our residential neighborhood.

In a recent report, the Alliance highlighted one of those changes: Lower Manhattan has become a neighborhood of choice for young professionals. More than 30,000 people between the ages of 18-44 live here — that’s more than in the East Village and Downtown Brooklyn and on par with Williamsburg.

So, while the rest of the world is getting grayer, New York’s oldest neighborhood is actually growing younger. What this means is that we have a new — and, in great part, untapped — source of spending power (see more on page 10).

The Alliance and its allies are striving to seize on this and other opportunities. At the forefront of the continuing evolution of Lower Manhattan, the Alliance partners with the private and public sectors to make Lower Manhattan more prosperous, welcoming and enjoyable for all. Whether by nurturing commercial tenancy, promoting local businesses, supporting the tech and creative sectors with our collaboration hub LMHQ, boosting tourism, improving green spaces and parks, helping keep the streets safe and clean, organizing a wide-ranging series of events, or providing free bus service to more than 630,000 riders — we work to advance the best interests of this unique neighborhood.

Lower Manhattan’s retail and food revolution is just getting started. As this neighborhood evolves and grows, the potential for more progress, more diversity, and more dynamism grows with it. Dig in and enjoy!
Today’s Specials
A growing population of young professional residents is bringing new energy and tastes to Lower Manhattan and is helping to redefine the area. In October 2016, the Alliance for Downtown New York released a report, “An Untapped Market: Lower Manhattan’s Young Professionals,” highlighting Lower Manhattan as a neighborhood of choice for young professionals in New York City. More than 30,000 people between the ages of 18–44 live in Lower Manhattan — that’s more than in the East Village and Downtown Brooklyn and on par with Williamsburg and Jersey City. This not only shows the area’s growing appeal as a live/work community — it reveals a significant opportunity to capture young residents’ robust appetite for diverse dining options and entertainment.

Among the report’s major findings:

- Young residents go out for dinner, drinks or entertainment on average 16 days per month, spending nearly $1,000 per month on dining and entertainment;
- Despite recent growth in dining and entertainment options, more than half of the spending potential leaves Lower Manhattan;
- Young locals prefer full-service, casual restaurants and seek a mix of casual ambiance, approachable service, an entrepreneurial concept and a chef-driven food experience. They also like to eat late; 52 percent reported that they preferred going to dinner or drinks at or after 8 P.M;
- Weekend nights are key for this crowd: In a given month, 84 percent had been to a lounge or bar with friends, and 73 percent had been to a full-service, casual restaurant on at least one Friday or Saturday evening; and
- This is a brunching bunch. Sixty-seven percent of residents reported that they had gone to brunch at least once in the past 30 days. But these frequent brunch-goers more often than not leave Lower Manhattan.

To download “An Untapped Market: Lower Manhattan’s Young Professionals” and many of our other studies, go to: www.downtownny.com/reports.
While new skyscrapers are reshaping the Lower Manhattan skyline, a similar transformation is happening on street level. From Broadway storefronts to new shopping complexes, the neighborhood has experienced an incredible influx of retail options for all price ranges and interests. The area south of Chambers Street has grown into a 24/7 neighborhood home to tourists, workers, and residents, brand-name stores, boutiques and popular chains. Lower Manhattan is transforming into a globally known retail destination right before our eyes.

Walking west to east from the Hudson River is perhaps the best way to experience these sweeping changes. Starting at Brookfield Place you see why this river-side location has enlivened the whole neighborhood. Its magnetism is self evident with more than 250,000 square feet of retail and food experiences that includes Burberry, Diane von Furstenberg, Gucci, Hermès Parfumerie, Saks Fifth Avenue, the lively French food marketplace Le District, Hudson Eats and several acclaimed, sit-down restaurants (including Amada, Beaubourg and L’Appart).

Right across West Street, located inside Santiago Calatrava’s spectacular Oculus, Westfield World Trade Center has brought more than 365,000 square feet of dynamic, new retail to Lower Manhattan. That translates into dozens and dozens of new stores and restaurants, including Apple, Bose, Boss Hugo Boss, Épicerie Boulud, H&M, Kate Spade, Tumi, Banana Republic, Sephora, Victoria’s Secret and Mario Batali’s Eataly NYC Downtown.
At the nearby Fulton Center transit hub, Westfield also unveiled 65,000 additional square feet of new shops and eateries including Shake Shack, Zaro’s Bakery and Neuhaus Chocolates.

Next on this walking tour, headed east, the retail corridor right next to Fulton Center on Broadway, running several blocks north and south, has markedly transformed over the years. This area has become a hub for a host of new and reimagined shops. Among the newer arrivals: Zara, Anthropologie, Urban Outfitters, Gap, and, most recently, the legendary palace of sushi and fine Japanese dining: Nobu.

On the last stop at the East River, Howard Hughes’ reinvented Pier 17 will be home to 365,000 square feet of dining and retail entertainment in 2018 — providing another destination for shoppers from near and far. At the new Pier, innovative restaurateurs Jean-Georges Vongerichten and Momofuku’s David Chang will have exciting new ventures and on top of it all will be a rooftop terrace that will be used for concerts and events.

Already, the Seaport District NYC is ushering in an enticing mix of culinary, fashion, cultural and entertainment offerings, including the recently opened iPic Theater as well as popular fashion fixtures Abercrombie & Fitch and Guess.

And much more is on the way. Changes at 28 Liberty Street, 70 Pine Street, 140 West Street, One Wall Street and 20 Broad Street will also be creating more exciting shopping and dining options in the months and years to come.

The Scoop

Primary market area population is 61,000 and 14.2 million annual visitors
Once considered a culinary backwater, Lower Manhattan is now one of New York's hottest dining scenes.

Nearly 80 full-service and casual-eating dining establishments — spanning a variety of cuisines and price points — opened in the past year. Among them:

- Jose Garces' Amada at Brookfield Place;
- Nicolas Abello's L'Appart at Brookfield Place, Lower Manhattan's first Michelin-starred restaurant;
- Daniel Boulud's Épicerie Boulud at Westfield World Trade Center;
- Wolfgang Puck's CUT at the Four Seasons New York Downtown;
- Tom Colicchio's Fowler & Wells at the Beekman Hotel; and
- Keith McNally's Augustine at the Beekman Hotel.

Long known for tall buildings that instinctively draw people to look skyward, our world-class restaurants make looking down at what's on your plate just as eye-catching.

The Alliance promotes and supports local restaurants in myriad ways, including through our publications, blog and social media accounts, and by promoting special deals for diners on our website and in our collateral.

Our summer dining promotion campaign, GET LOW, offers 20 percent discounts at 35 restaurants throughout Lower Manhattan on Tuesdays from June to August. GET LOW has been steadily growing and last year marked the biggest iteration to date, capturing the breadth of culinary experiences available in the neighborhood. In conjunction with GET LOW, the Post Your Plate contest rewarded participants who post photos of their GET LOW experience, using #DownIsWhatsUp to Instagram, Twitter or Facebook.

The Alliance also runs a recurring community food festival, Dine Around Downtown, to showcase Lower Manhattan’s restaurant scene (see sidebar).
As Lower Manhattan sees a sustained increase in tourism (we had close to 15 million unique visitors in 2016), the hotel industry is racing to keep pace. The mounting interest among business and leisure travelers in the kinetic square mile at Manhattan’s southern tip has sparked a hotel building surge over the last several years.

New brands, ranging from luxury to boutique to budget, have appeared throughout the district, dramatically expanding the hospitality offerings downtown. By the end of 2016, the area’s hotel inventory reached nearly 6,500 hotel rooms — a 35 percent increase in just two years. By the end of 2018, the number of hotel rooms is expected to grow by an additional 33 percent.

Seven hotels opened in Lower Manhattan in 2016, including:

- **The Four Points by Sheraton** at 6 Platt Street with 262 rooms. The hotel also features Ketch Brewhouse.
- **The Riffl Downtown Hotel** at 102 Greenwich Street is a lower-cost boutique property with 36 rooms.
- **The Down Town Association** at 60 Pine Street added 33 guest rooms. The membership-based social club has been in operation since 1860.
- **AKA Wall Street** at 84 William Street opened with 140 rooms. The extended-stay hotel features Blue Ribbon Federal Grill.
- **The Beekman Hotel**, with 287 rooms, is in the historic Temple Court Building. The hotel features two highly-regarded restaurants: Fowler & Wells by Tom Colicchio and Augustine by Keith McNally.
- **The Four Seasons Hotel New York Downtown** is at 27 Barclay Street with 189 rooms. This world famous luxury hotel features a full-service spa and the restaurant CUT by Wolfgang Puck.
- **The Courtyard by Marriott WTC** at 133 Greenwich Street is a budget-friendly option with 317 rooms.

To support the hospitality industry, the Alliance promotes hotels and their deals on our website and in our publications, blog and social media accounts. The Alliance’s director of tourism also markets Lower Manhattan to tourists the world over, by developing incentive programming and representing the district at international conferences.

Since 2010, the Alliance has convened tourism roundtables that bring Lower Manhattan hospitality stakeholders together. Serving as a quarterly meeting point where strategy can be coordinated, the roundtables offer an opportunity for over a 100 stakeholders to not only network but maximize their resources when promoting themselves and Lower Manhattan.
Main Courses
The Alliance’s economic development team’s work shares a lot in common with the chefs that keep Lower Manhattan’s restaurants humming.

Working together, kitchens turn a variety of ingredients into cohesive dishes. Our team also works to put a variety of pieces together. Our staff conducts rigorous market analysis, tracks leasing activity, assists prospective commercial and retail tenants, surveys visitors to the district and produces a series of original research reports on a variety of real estate and other trends. Our finished products provide a clear, up-to-date picture of Lower Manhattan’s economic health and encourages investment and growth in the area. The economic development team also leads the Alliance’s planning and public policy efforts, working with external stakeholders, the private sector and government agencies to shape the future of the district.

The team analyzes real estate and economic trends in Lower Manhattan on a quarterly basis. It monitors retail vacancies and maintains a list of available space on the Alliance website. Staff members work closely with brokers to market Lower Manhattan as a retail and commercial destination. Every year, economic development staff meet with tenants considering relocating to Lower Manhattan and participate in Real Estate Board of New York (REBNY) meetings and roundtables. The Alliance is proud to be regarded as the go-to authority for information on Lower Manhattan. That information comes from the economic development’s meticulous research team, which regularly tracks key metrics for the area south of Chambers Street. These include development pipelines, private sector employment and tourism trends.

In addition to producing quarterly and annual reports on the Lower Manhattan real estate market, the research staff created a number of original special reports last year. Among them was “An Untapped Market: Lower Manhattan’s Young Professionals,” a residential survey highlighting the area as a neighborhood of choice for young professionals in New York City (see page 10 for more details).

In 2017, the economic development team launched LM3D, a groundbreaking 3D map that generates a comprehensive visualization of the urban landscape of Lower Manhattan. LM3D’s data is updated daily and tracks all current and pipeline developments in the area. The map displays all residential, office, and hotel properties in the neighborhood, as well as restaurants, retailers, transit and open space sites. Users can review the granular details of an isolated address (square footage, construction date, floor count, etc.), trend-spot ongoing changes along popular predefined corridors, or capture a bird’s eye view of the area’s overall development by land use.

On the planning front, the Alliance’s economic development team has also been focused on revitalizing underused corridors in Lower Manhattan, especially along the Water Street corridor. Last year, we continued a popular summer programming series known as “Game On!”

With a variety of games and activities, the goal of the program is to activate the area in new, lively and fun ways.

The division also worked on a successful zoning text change this past year that should encourage significant new investment in a quarter million square feet of privately-owned, public plazas on Water Street while creating vibrant, small, new retail spaces.

For 2017, the planning division has kicked off an urban design study focused on enhancing the quality of public space surrounding the New York Stock Exchange.
Just as the uptick in food halls and sophisticated fast casual dining have given aspiring chefs and restaurateurs new ways of reaching diners, LMHQ is giving businesses, entrepreneurs and startups new ways of coming together. LMHQ, the Alliance’s collaboration and innovation hub located at 150 Broadway, continues to elicit keen interest and serve Lower Manhattan’s tech and creative communities. The state-of-the-art, 12,500-square-foot facility was unveiled in July 2015 to provide an affordable resource for these burgeoning sectors and to help foster new opportunities and support new ways to work and conduct business.

Designed as an annex to the traditional office space, LMHQ provides all the amenities downtown employers need more of: conference rooms, event space, work and social space, state-of-the-art A/V, on-site tech support, flexible and modern furniture, whiteboard walls, tons of natural light, a library provided for and maintained by the Lower Manhattan headquartered HarperCollins Publishers, and a lot more. It is helping to serve some of the more than 800 creative companies who already call Lower Manhattan home.

Not a co-working site, LMHQ is instead a space for collaborative team meetings, for offsite brainstorms and for a dose of refreshed perspective. It is a place for forging new partnerships, where companies can come together to activate and accelerate their growth.

LMHQ also offers a robust calendar of programming and events. Since opening, it has held 75 events attended by a total of 6,500 people and has also rented out space for nearly 200 additional events that brought in nearly 13,000 people. Among its many popular activities, LMHQ hosts a regular “Women’s Breakfast” series, sponsored by Verizon that draws a packed audience and has covered a diverse range of topics — from women leaders in Manhattan to the business of selling art online to how company culture is defined and thrives.

A highlight of the summer programming calendar was a screening of the documentary film, “Dream, Girl,” followed by a live Q&A podcast with the filmmakers. In September 2016, LMHQ welcomed the New York State Comptroller, Thomas P. DiNapoli, for a public event during which he shared highlights from his report, “Transformation of Lower Manhattan’s Economy.” In the same month, Bard College began hosting its MBA in Sustainability program at LMHQ. In October, in conjunction with Bard, LMHQ hosted a weekend-long “Hackathon for Social Innovation.” In January 2017, the facility hosted New York State Lieutenant Governor Kathy Hochul for her presentation of the Governor’s Regional State of the State and Budget Address.

In response to Lower Manhattan’s growing nonprofit community, LMHQ continues to offer free meeting and event space to eligible nonprofit organizations. Made possible through a $20,000 Bright Ideas grant from Con Edison, the program is in its second year. Last year, it awarded space to 12 nonprofits whose missions addressed everything from migrant and gender issues to international relations and cancer recovery. Applicants are welcome to apply on a rolling basis for scholarships to be used toward reserving an intimate meeting room, available on two Monday evenings per month, and/or for access to LMHQ’s 140-seat event space, available once per month.

Both individual and company memberships are available at LMHQ. Corporate members include Anyone Can Learn to Code, Bard University, NYC Economic Development Corporation, NYI and Per Scholas. Founding members include Pace University, Intersection, Microsoft, AREA Founder and entrepreneur David S. Rose, Annalect and Continental Advisory.

The bustling, modern facility has attracted significant media interest and has been featured in numerous outlets such as CNBC, The Commercial Observer, Forbes, Fox 5 News and NY1.

LMHQ is made possible in part by a grant from the Lower Manhattan Development Corporation, which is funded through Community Development Block Grants from the U.S. Department of Housing and Urban Development.
The men and women who make up our operations team are the Alliance’s public ambassadors. Our “red coats” are known and respected in Lower Manhattan — and for good reason. When litter hits the pavement, they sweep it up. When snow blocks bus stops, they remove it. When graffiti mars a building, they clean it up. When people need assistance, they provide it. And when a crisis arises — whether a lost child, a crime or a medical emergency — they are always there to help. They are our chefs, maître d’s, our front of the house and back of the house all rolled into one.

Every day, at 5 A.M., our 58 sanitation officers hit the streets in the district. They empty 402 trash and recycling containers throughout Lower Manhattan (including 174 solar-powered “Big Belly” garbage receptacles). The Alliance’s 60-member public safety crew work with the New York City Police Department to keep crime rates in Lower Manhattan among the lowest in the city. They return misplaced cell phones, provide helpful advice and directions to residents and visitors alike and intervene when someone is in harm’s way. In the past year, the public safety team worked closely with the local police precinct on numerous quality of life issues; these included thwarting predatory ticket sellers and ensuring tourists were able to make the most of their visits to Lower Manhattan.

The Alliance also continued to partner with Trinity Church and the Bowery Residents Committee to provide homeless outreach services. During Fiscal Year 2016, officers helped make 7,406 contacts with homeless individuals, resulting in 55 housing and recovery program placements.

The operations division provides a range of other valuable services. Last year, public safety and information services staff operated three mobile informational kiosks and one fixed indoor kiosk, handed out nearly half a million pieces of Alliance collateral and served more than 600,000 residents, workers and tourists. The sanitation crew also maintained nine parks and public spaces, tended to 195 planters and maintained 1,589 pieces of street furniture.

In partnership with the Battery Park City Authority, the Alliance offers the free Downtown Connection bus service. Overseen by the Alliance’s operations division, the bus serves 639,000 riders, providing travel between the South Street Seaport and Battery Park City. The buses, whose bright red exteriors were designed by the Alliance’s very own Bathsheba Parker, make 38 stops at important destinations from river to river, including a new drop off point at the Seaport stop at Peck Slip. The buses offer periphery seating for 22, allow for standing riders, are equipped with GPS technology and offer free Wi-Fi. The electronic “countdown clock” signs along the route provide real-time information to alert passengers of the bus’ arrival time.

In 2016, the operations team:

- made 883,923 public safety contacts
- removed 132,509 bags of trash
- cleaned up 1,553 incidents of graffiti

Earlier this year, the Alliance completed Phase Two of its illuminated street sign project. One hundred and seventeen signs provide greater visibility during evening hours for pedestrians and motorists alike. The first phase added these signs to Broadway from Battery Place to Murray Street. Phase Two, along the Water Street corridor, concluded with the placement of a sign at Bowling Green Evacuation Plaza. The third and final phase will bring new signs to Church Street, between Morris and Murray Streets.

The Scoop
Communications

Part cheerleader, part champion, part storyteller, part waiter who brings you news instead of a meal, part organizer — the Alliance communications team creates a rich array of media, programs and activities to promote this dynamic, evolving neighborhood and to highlight all it has to offer for businesses, workers, residents and visitors. Last year, communications staff produced and oversaw the distribution of a wide range of collateral, including a print and digital newsletter, and more than one million guides and maps. Our public affairs arm helps drive the conversation on the neighborhood’s continuing transformation, the many opportunities on the horizon, and handles media inquiries from reporters 365 days per year. The Alliance communications team won numerous awards last year for its recently re-designed website and for its new promotional video. Our “Down is What’s Up” video, starring Lower Manhattan resident and national tastemaker Questlove, won several, including a Gold American Business “Stevie” Award — a top business award — taking first place in the motivational category. Our website netted a slew of prizes for its design, content and its effective promotion of Lower Manhattan as a place to visit. The Alliance’s website, which offers eye-catching photos and videos, features an interactive map and is now optimized for mobile devices. The site provides a vast array of regularly updated information on news, events and deals; neighborhood alerts and advisories; features regular posts on our blog; exhibits Alliance original research reports; provides resources for local businesses; promotes new openings and cultural programming; links to various social media outlets; and publishes photos and videos that capture the compelling and quirky character of life in Lower Manhattan. Our mobile apps, which help residents, workers and visitors alike figure out what to do and where to go in Lower Manhattan (and include a helpful link to our free Downtown Connection bus service), have surpassed 56,791 downloads since they were created.

The communications team also oversees the Alliance’s free public Wi-Fi program and significantly expanded this service last year. The initiative, which began in 2003, now provides online accessibility across the entire Lower Broadway corridor, from the Battery to Barclay Street. In total, the Alliance now provides more than 4.5 million square feet of free Wi-Fi coverage throughout one of the city’s most heavily trafficked districts; the service is accessed more than a half million times per year.

To spotlight Lower Manhattan’s thriving food scene and promote local eateries, the communications staff again organized the Alliance’s summer dining promotion campaign, GET LOW. Offering a 20 percent discount at 35 restaurants throughout Lower Manhattan on Tuesdays between June 21st and August 30th, the program drew 2,300 participants and 4,000 social media followers and generated more than 270,000 video likes and engagements. In June, the Alliance also brought back the wildly popular community tasting event, Dine Around Downtown, that featured scores of Lower Manhattan restaurants and cafes. Co-presented by Fosun International, the food festival took place at 28 Liberty Plaza and drew thousands of people. The event was hosted by celebrity chef, cookbook author and Food Network star, Alex Guarnaschelli.

In an ongoing effort to bolster the promotion of Lower Manhattan stores and restaurants, the communications division continually enhances the Alliance’s annual holiday campaign. Last year, this important seasonal marketing initiative focused on spreading the word through a broad-based, robust social media campaign that shopping in Lower Manhattan is a festive experience. The new, digitally-focused strategy saw an extraordinary response — our holiday web page had 41,147 visitors, an increase of 1,817 percent over the previous year. Visitors spent an average of three minutes and 54 seconds on the page, a 179 percent increase over last year. In total, the Alliance holiday campaign generated more than 9.7 million impressions. In conjunction with the campaign, the Alliance’s popular Lower Manhattan Shop Dine Guide was released; 65,000 copies were distributed to homes and businesses south of Chambers Street.

Working with the operations division, the communications division helped kick off our summer programming series, “Game On!” which drew thousands of people for a variety of activities and events in Water Street’s public spaces.
THANK YOU
### STATEMENTS OF ACTIVITIES

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<td>(133,776)</td>
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</tbody>
</table>

### STATEMENTS OF FINANCIAL POSITION

<table>
<thead>
<tr>
<th></th>
<th>June 30, 2016</th>
<th>June 30, 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and Cash Equivalents</td>
<td>5,616,528</td>
<td>6,747,437</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>2,816,000</td>
<td>665,000</td>
</tr>
<tr>
<td>Investments</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Property and Equipment</td>
<td>2,669,419</td>
<td>1,994,188</td>
</tr>
<tr>
<td>Other Assets</td>
<td>484,139</td>
<td>442,158</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>11,586,086</td>
<td>9,848,783</td>
</tr>
<tr>
<td><strong>Liabilities and Net Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liabilities</td>
<td>1,461,597</td>
<td>1,434,481</td>
</tr>
<tr>
<td>Total Net Assets</td>
<td>10,124,489</td>
<td>8,414,302</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>11,586,086</td>
<td>9,848,783</td>
</tr>
</tbody>
</table>

Amounts are summarized from the audited financial statements provided by Skody Scot & Company, CPAs, dated November 28, 2016.
The mission of the Alliance for Downtown New York is to provide service, advocacy, research and information to advance Lower Manhattan as a global model of a 21st century central business district for businesses, residents and visitors.

www.DowntownNY.com