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From the Lenape, to the Dutch, to the founding fathers who chose it as our nation’s first capital, the streets of Lower Manhattan are rich with history. New Yorkers and Americans of all backgrounds, ethnicities and creeds have walked these streets for hundreds of years.

Now, nearly two decades into the 21st century, we’re known for a lot more than just our past. We are where today happens.

With skyscrapers filled with cutting-edge companies, a growing array of cultural destinations and restaurants run by critically acclaimed chefs, our neighborhood is shaping the city’s present and is at the forefront of building its future.

Lower Manhattan is now home to nearly 250,000 private sector employees and, with the recent opening of 3 WTC, that number will continue to grow. Last year, 14.6 million tourists came to visit. And 62,000 New Yorkers now call the area south of Chambers Street home.

From the water to the sky, 2018 was a year of openings. On the East River, the South Street Seaport welcomed 10 Corso Como, the iconic Milan-based fashion emporium, Sarah Jessica Parker’s shoe boutique, Big Gay Ice Cream and by CHLOE. The Rooftop at Pier 17 summer concert series brought big-name acts like Sting and Amy Schumer to Lower Manhattan.

New restaurants brought a world’s worth of cuisine to the neighborhood last year. James Beard winner Jason Wang opened an outpost of his popular Xi’an Famous Foods on Liberty Place. A few blocks over on the 60th floor of 28 Liberty, Danny Meyer’s Manhatta paired French-influenced American dishes with a bird’s eye view of New York City’s skyline. Those are just two of the nearly 60 eateries and bars that opened last year. And over at Brookfield Place, L’Appart won a coveted Michelin star for the second year in a row.

With more people visiting Lower Manhattan than ever before, new hotels downtown are giving people a reason to stay in the neighborhood. Four hotels opened last year and another four are expected in 2019.

At the Alliance, we are very proud of the neighborhood’s success and work hard to do our part to help it along. Our operations staff is out every hour of every day. Public Safety Officers, in their red coats, help keep the neighborhood safe while answering questions and providing local tips to tourists. Our Sanitation Officers pick up garbage, handle recycling, erase graffiti and keep our streets free of litter while taking care of our parks and green spaces.

The Alliance’s economic development staff monitors the health of Lower Manhattan’s economy and releases quarterly and annual reports tracking the market. Last year, they also released our planning document, A More Welcoming Wall & Broad: A Vision for Improving the Stock Exchange District, which laid out a host of recommendations to improve and beautify one of the city’s most heavily visited areas.

We also run LMHQ, a meeting and collaboration space that’s an affordable place for your company to host meetings, conferences, events, or brainstorming sessions at 150 Broadway.

Our communications and marketing team spreads the word about Lower Manhattan far and wide. The Alliance produces a large amount of original social content and videos, works with the press, promotes the hospitality and travel industries, and tells our story in numerous ways for numerous audiences.

As excited as we are by what’s happening today, there is good news on the horizon. In 2019, at the Seaport, new restaurants from Andrew Carmel-lini, David Chang and Jean-Georges Vongerichten are expected to open. The Pier 17 Rooftop concert series returns with another summer lineup that includes Passion Pit and the Violent Femmes.

In terms of art and culture more broadly, 12-screen Alamo Drafthouse will open in the base of 28 Liberty in the fall of 2019. Also coming to 28 Liberty is a food hall and performance space run by Legends Hospitality. The new Statue of Liberty Museum on Liberty Island will open. And progress continues apace on the Ronald O. Perelman Performing Arts Center at the World Trade Center campus.

Lower Manhattan is where it is today due to the leadership and labor of countless individuals. The Alliance is proud to be a part of this vital community and very grateful for the inspired stewardship of our board and the dedicated work of our passionate professionals.

Here’s looking to what tomorrow will bring.

Jessica Lappin
President
Ric Clark
Chair
THE BUSINESS OF NOW


While Lower Manhattan remains an important base for the world of finance, we’ve become a bustling hub for creative, tech and media companies as well.


At the end of 2018, not only were eight of the top 30 tenants in Lower Manhattan in the Technology, Advertising, Media and Information (TAMI) sector, they’d all arrived within the last five years.

In 2018, 1 World Trade Center became the office building in New York City with the most TAMI tenants. Among those tenants are Condé Nast, BounceX and Undertone. 1 WTC is now 59 percent leased to TAMI firms.

That’s not the only reason 2018 was a big year for the World Trade Center campus. The 80-floor 3 World Trade Center opened its doors in June and was more than 50 percent...
Pier 17

Home to a world-class performance concert venue, and a collection of popular restaurants and bars, Pier 17 also has some of the city’s newest office space. ESPN’s 19,000 square-foot space on the third floor includes studios for television, radio and digital productions. Nike will take over 25,000 square feet at the Pier and move their team of shoe designers downtown.

World Trade Center

At 4 World Trade Center, music streaming heavyweight Spotify began moving into their 14 floor space in the fourth quarter of 2018. They are the largest tenant in the building and the second largest tenant at the World Trade Center complex after Condé Nast. The global music streaming platform, which has 207 million active users, now leases more than 560,000 square feet at 4 World Trade Center.

leased by year’s end. GroupM, one of the largest advertising media companies in the world, and its agencies including Mediakom, Mindshare, Wavemaker, Essence and Xaxis moved in over the summer.

2018 was a banner year for the entire neighborhood. The 5.5 million square feet of new leases in Lower Manhattan represented the highest level of activity since 2014. Six of the new deals were for over 100,000 square feet. Along with Spotify, the following companies either moved or signed leases in 2018:

- ESPN moved to the repositioned Pier 17 at the Seaport;
- Nike announced plans to move to Pier 17;
- The London Stock Exchange completed its lease for space at 28 Liberty; and
- McKinsey & Company announced they would be moving to floors 60 through 64 at 3 World Trade Center.

2019 is already looking promising. Two new companies will join the top 30 tenants by square footage in Lower Manhattan. Macmillan Publishers will be moving to 120 Broadway in the spring. Their sister company, Macmillan Science and Education, is already at One New York Plaza. This will make their parent company, Holtzbrinck Publishing Group, the 22nd largest tenant in the neighborhood.

The other new company in the top 30 reflects the growth of the flexible space sector downtown. Knotel joins WeWork as the second flexible space provider in the neighborhood on the list. Knotel will have seven locations and 327,000 square feet south of Chambers Street.
Dine Around Downtown

Dine Around Downtown shines a spotlight on Lower Manhattan’s inimitable collection of culinary options. Held the Tuesday before Memorial Day, the event, co-hosted by Fosun International, draws 15,000 people to the plaza of Fosun’s 28 Liberty. There they can sample signature plates from dozens of the neighborhood’s restaurants. This year’s version will not only be foodie friendly, it will be environmentally friendly. For the first time, Dine Around Downtown aims to be a zero-waste event.

A BURGEONING FOOD SCENE

Lower Manhattan’s culinary history stretches back generations to the legendary Delmonico’s, America’s original fine dining institution, which first opened its doors in 1837. Longtime neighborhood standbys like Bobby Van’s, Harry’s, Da Claudio, Morton’s and Capital Grille have been pillars of the food scene for years.

More recently, the likes of Nobu, Eataly, Michelin starred L’Appart, Augustine, Cut and Bellini have established themselves in the neighborhood. Additionally, a panoply of popular casual eateries like Taim, Luke’s Lobster, Mighty Quinn Barbecue, David Chang’s Fuku and Blue Ribbon (those last three all available amid the score of restaurants at Brookfield Place’s Hudson Eats), have filled the dining landscape with an incredible breadth of options.

The latest generation of talented chefs have transformed the neighborhood into a magnetic culinary destination.

Whatever you are hankering for, Lower Manhattan now has it. The neighborhood has earned its reputation as a must-visit neighborhood for some of the best food in the city. More new players in the neighborhood’s restaurant world include:

• Danny Meyer’s French-influenced American Manhatta and Bay Room on the 60th floor of 28 Liberty;
• Brooklyn Chop House, an Asian-fusion steakhouse on Nassau Street;
• Milan-based fashion icon 10 Corso Como’s Italian spot in their Seaport store;
• Vegan mini-chain by CHLOE. at the Seaport;
• Mexican cantina Taco Playa on Front Street; and
• James Beard-nominated Jason Wang’s Xi’an Famous Foods on Liberty Place.
The Alliance’s Shop Dine Guide is the comprehensive compendium for all things Lower Manhattan. Updated annually, the guide lists the neighborhood’s shops, restaurants, bars, tourist attractions, local services and resources. The guide has expanded to offer descriptions of Lower Manhattan’s bars for the first time — better helping tourists, residents and local workers find what they are looking for in nightlife. The tens of thousands of guides distributed each year are a must-have resource for all who live, work, visit and play downtown.

Prefer a tasty beverage as part of your four course meal? Lower Manhattan watering holes run the gamut from tried-and-true pubs stocked with classic draft options to top-shelf cocktail dens where mixologists wow with their latest concoctions.

The neighborhood’s newest bars and lounges include:

- Alley Cat Amateur Theatre, a sexy subterranean speakeasy at the The Beekman Hotel featuring a bar menu from Tom Colicchio;
- One-part cocktail bar, one-part coworking space, Recreation opened at The Moxy Hotel with a half-court basketball court;
- The world famous Dead Rabbit doubled its space on Water Street; and
- Pier 17’s rooftop R17 serves up cocktails with an amazing view of the Manhattan skyline.

The coming year promises more exciting openings from highly-acclaimed restaurateurs. James Katz, the former chef de cuisine at Eleven Madison Park and executive chef at Nomad, opened Crown Shy at 70 Pine in March of 2019. Andrew Carmellini, David Chang and Jean-Georges Vongerichten will open restaurants at Pier 17. Vongerichten’s food market at the Seaport’s Tin Building is expected to open in 2020. A food hall and event space will open at the base of 28 Liberty Plaza later in 2019 and will be run by Legends Hospitality.
NYC Ferry
2018 saw the launch of the final two originally planned routes that connect the neighborhood to the Lower East Side and the Soundview section of the Bronx. These NYC Ferry routes join lines to Astoria, Bay Ridge, Sunset Park, North Brooklyn and the Rockaways.

Ridership has climbed above eight million cumulative riders since NYC Ferry launched in 2017.

Early this year, the City announced service expansion that will expand NYC Ferry to all five boroughs. By 2021, ferries will connect Lower Manhattan with Coney Island, Throggs Neck and the Brooklyn Navy Yard. The St. George-West Side route will include a stop at Brookfield Place.

The Transportation Hub
From high above Lower Manhattan, the neighborhood’s streets look as if, like rivers, they carved their way through canyon walls made by skyscrapers.

The distinctive street grid that dates back centuries to the Dutch settlement of the area belies a neighborhood that is today New York City’s pre-eminent multi-modal transportation hub. Whether by sea, subway, bike or bus, it has never been easier to reach Lower Manhattan.

Twelve of Lower Manhattan’s 13 subway lines connect at the Fulton Center. Opened less than five years ago, the center is made up of four stations stitched together and anchored by the Fulton Building and its distinctive Sky Reflector-Net. From here, a one-seat ride can get you as far as JFK in Queens, Bay Ridge and the northern reaches of The Bronx. Every day, more than 280,000 subway riders make their way downtown.

The Sergio Calatrava-designed Oculus that opened in 2016 and World Trade Center Transportation Hub connect those 12 subway lines with the complex’s two PATH lines to New Jersey.

The last two pieces of the World Trade Center Transportation Hub complex’s transportation network came on line this past year.

More than 17 years after being destroyed in the September 11 attacks, the WTC-Cortlandt Street 1 Train Station reopened in September. The station connects to the World Trade Center Transportation Hub and Westfield World Trade Center. The platform walls feature a mural by Ann Hamilton that includes language from the Declaration of Independence and the Universal Declaration of Human Rights.

A brand new transfer between the World Trade Center E and Cortlandt Street R/W stations opened last year, adding an additional level of connectivity for residents, workers and tourists.

Lower Manhattan’s three ports of call for ferries hum with activity seven days a week with commuters coming and going Monday through Friday and leisure riders on the weekend. The neighborhood is a hub for a regional network of ferries that connect with the four other boroughs, New Jersey’s Hudson River waterfront cities and destinations as far away as the Jersey Shore. In coming years, increased ferry service will make Lower Manhattan accessible by water to even more New Yorkers.

As more New Yorkers get around town by bike, the neighborhood’s 28 Citi Bike docks and 2.4 miles of protected bike lanes, including the East River and Hudson River greenways, make Lower Manhattan a natural destination for bike commuters. To make bike parking easier and less stressful, the Downtown Alliance partnered with New York City-based startup Oonee to bring the city’s first secure bike pod to the Water Street-Whitehall Plaza in October. The cutting edge bike parking pod has space for 20 bikes on a first-come, first-served basis with the goal of creating a city-wide network of pods.

With three river crossings and a limited-access arterial highway in the neighborhood, buses and drivers from across the metropolitan region are able to access Lower Manhattan for work, shopping, and our culture and culinary scene.

Lower Manhattan’s position as a transportation hub will reach global proportions in the coming years. With plans to extend PATH to Newark Liberty International Airport, a 36-minute, one-seat ride from World Trade Center will connect the neighborhood to the rest of the world. The Train to the Plane is expected to open for service in 2026.
WHAT YOU NEED, WHEN YOU NEED IT, WHERE YOU NEED IT

Start in Battery Park City at Brookfield Place. Draw a straight line across West Street to Westfield World Trade Center. Pass by Century 21 and continue ahead east on Fulton Street to the South Street Seaport. This collection of premier shopping destinations from the Hudson River to the East River headline the neighborhood’s wide array of shops that today sell everything from books and home furnishings to jewelry and electronics.

A combination of high-end boutiques, brand name retailers and mom-and-pop shops have positioned the neighborhood as the go-to spot for everyone from the fashionista to the deal-seeker.

High-end fashion for young and old can be found at Brookfield Place. Babesta opened their hip baby and children’s boutique in 2018. They joined Bottega Veneta, Burberry, Ermenegildo Zegna, Gucci and Paul Smith at the shopping center.

Westfield World Trade Center, stretching from the WTC Transportation Hub and Oculus to the bases of 3 and 4 World Trade Centers welcomed the classic toy store Toytoise and Rebag, a luxury handbag consignment shop, to its collection of stores that include Apple, Casper, H&M and Under Armour.

On the banks of the East River sits the South Street Seaport. Once a commercial shipping hub, this area has undergone a remarkable transformation. It is now one of the city’s most dynamic retail areas. In 2018 alone, openings at the Seaport included Sarah Jessica Parker’s shoe boutique, SJP; the Milan-based fashion emporium 10 Corso Como; and pop-ups from Roberto Cavalli and Cynthia Rowley.

No Lower Manhattan shopping trip is complete without a stop at Century 21. The last word in designer clothes at affordable prices, the company’s flagship store has been in Lower Manhattan since 1961. In 2018, they unveiled Ventura Su Misura, their made-to-measure custom suit service. They have been joined in recent years by other discount chains, Marshalls, Target and T.J. Maxx.

Amid the big names and brand stores are Lower Manhattan’s small businesses and mom-and-pop stores. Many of them like Martin Busch Jewelers, Phillip Williams Posters and The Mysterious Bookstore have been in the neighborhood for decades. All of them are essential in ensuring the neighborhood’s retail remains vibrant and diverse.

Big things are in store for Lower Manhattan shopping in 2019. Clean Market, a health and wellness brand, will open at Brookfield Place. On the other side of the neighborhood, the much anticipated arrival of McNally Jackson bookstore will happen at the Seaport this season.

With 3 World Trade Center’s opening last year, the collection of retail space at the base of the building will soon begin to fill up with exciting shops and boutiques.

As part of our mission to promote Lower Manhattan, the Alliance works with local storefront businesses to help them increase their visibility.

In 2018, the Alliance launched the Downtown Digital Innovation Grant. The grant is designed to help a Lower Manhattan shop remain competitive in a time where digital tools and a robust online presence are essential. Martin Busch-Jewelers was selected by a panel of judges. They received a $10,000 grant to work on improving their digital footprint. In 2019, the grant will be awarded to two Lower Manhattan storefront businesses. Another project that promoted local shops was the Small Business Saturday Instagram TV series. Each week in the run-up to Small Business Saturday in November, the Alliance profiled a different storefront shop that represent the diversity of Lower Manhattan’s stores. They included clothing boutique Ambassador, doggie daycare spot Biscuits & Bath and YogaCare.
A HISTORIC DESTINATION AND AN EMERGING CENTER OF CULTURE

While Lower Manhattan has a long history of culture and museums—home to the city’s theater district in the 19th century and the original New York Aquarium—today it is where there is a world-class collection of museums and “bucket-list” attractions as well as being the site of a new and emerging center of New York cultural life.

From the Statue of Liberty and Ellis Island—that once welcomed the melting pot of immigrants in search of the American Dream—to the Smithsonian’s National Museum of the American Indian, Lower Manhattan’s museums have long told the stories of those who lived, worked and made history here.

In recent years, the National September 11 Memorial and Museum and the 9/11 Tribute Museum, which moved into a new space on Greenwich Street in 2017, allow visitors to reflect on the events of that day, pay tribute to those who lost their lives, and learn about the kindness and resilience displayed by survivors and the heroism of first responders.

This year, Lower Manhattan took another step forward in establishing itself as a top historic and cultural destination with the opening of the new Pier 17 at the Seaport District, and a series of acclaimed events at the Museum of Jewish Heritage.

The Rooftop at Pier 17 is a multipurpose event space that in its first year was used for concerts, comedy events and large scale community gatherings. The first season of shows in the summer of 2018 featured 23 performances, 18 of which sold out. Performers who headlined the space included Amy Schumer, Ziggy Marley and Kings of Leon. The 2019 schedule was recently released and features Ringo Starr and His All-Starr Band; Ben Folds and The Violent Femmes; and Steve Miller Band.

This winter, the space was converted into the Winterland at Pier 17 with a hugely
popular ice skating rink featuring views of the Brooklyn Bridge and the Empire State Building, cozy warming huts, and events sponsored by Red Bull and Veuve Clicquot.

In 2018, the Museum of Jewish Heritage staged a popular and critically-acclaimed Yiddish-language version of Fiddler on the Roof. This year, the museum is bringing Auschwitz: Not Long Ago. Not Far Away., the traveling exhibit on the Nazi concentration camp in Poland to Lower Manhattan. It is the first time this exhibit will be shown in North America and features hundreds of artifacts, including freight wagons used for deportations, concrete posts from the camp’s fences and survivor testimonies.

Significant progress was made this year on The Ronald O. Perelman Performing Arts Center at the World Trade Center. Presently, steel has risen out of the ground marking the outlines of what will be another striking architectural achievement in Lower Manhattan. In February, a 99-year lease for the site was signed with the Port Authority. The Perelman Center’s Board of Directors also appointed Bill Rauch, formerly of the Oregon Shakespeare Festival, as the Center’s first artistic director. Located at the intersection of Greenwich and Vesey streets, the three-theater center is expected to open in time for the 2020-2021 season.

The coming year features a monumental opening and new destination for New York cinephiles. This fall, it will be lights! camera! action! as movie-and-dinner favorite Alamo Drafthouse opens their second New York City theater in the base of 28 Liberty. The 40,000 square feet space will have 12 screens and 600 seats.

The new, 26,000 square feet Statue of Liberty Museum on Liberty Island will transport visitors to the creation and construction of the monument while showcasing Lady Liberty’s original torch.

More Places to Stay the Night

Not only are there more reasons to check out Lower Manhattan, there are more places to check-in. And more people are doing so than ever before. Last year, 14.6 million tourists visited the neighborhood.

Hotels have taken notice of this upward swing. Since 2013, the number of hotel rooms south of Chambers Street has increased 86 percent. At the end of 2018, there were 7,700 rooms in 35 hotels in Lower Manhattan.

Four new hotels brought 714 rooms to the neighborhood in 2018. This group represents unique brands with concepts new to the city that target both business and leisure travelers. Lower Manhattan’s newest hotels are:

- The AC Hotel New York Downtown on Maiden Lane;
- The Assemblage on John Street which features a coworking and collaborative space;
- The Moxy NYC Downtown which is home to Recreation, a coworking space by day and bar with half-court basketball court by night; and
- Mr. C Seaport, and its Italian restaurant Bellini, opened on Peck Slip as a partnership between Howard Hughes and the Cipriani family. The other Mr. C is in Beverly Hills.

As occupancy rates remain stable and tourism numbers in the neighborhood and city continue to increase, the number of hotels in Lower Manhattan is expected to grow. There are a total of 12 hotels with more than 1,500 rooms under construction and in planning. Four hotels with 550 rooms are expected to open in 2019. They are:

- The Artezen on John Street;
- The Fidi on Stone Street;
- The Courtyard by Marriott on Pearl Street; and
- The Marriott Residence Inn on Pearl Street.
New York’s oldest neighborhood is the city’s newest residential destination. Once considered a ghost town past 5 pm when office workers cleared out, Lower Manhattan has carved out a new identity: New York’s premier live, work and play community. Nowhere else in the city combines commerce, quality of life and the opportunity to shape a neighborhood’s future like living in Lower Manhattan does.

There are now 62,000 New Yorkers living in 33,245 units south of Chambers Street. And nearly half of them are between the ages of 18 and 44.

Families and single millennials are drawn here for a similar reason: the proximity to everything they want in a neighborhood. For families, it is good schools and access to green space like the parks in Battery Park City and the greenways along the river. For young professionals, it’s the neighborhood’s line up of restaurants, bars and other nightlife options.

One such family-oriented amenity is the Blue School, created by six academics and artists, including three founders of the Blue Man Group. At 241 Water Street since 2010, they expanded into a new building at 156 William Street in 2018. This growth allows them to welcome students in grades four through eight and double the student body size in the next decade.

What also draws both groups to Lower Manhattan is our unrivaled transit access and collection of new and converted housing stock.

In the past year, more than 1,300 new residential units in six buildings were completed. They include a mix of converted commercial and new buildings. Among them were:

- The conversion of the top 30 floors of The Woolworth Building into 34 units at Lower Manhattan’s original skyscraper;
- A 64-story, 483-rental unit building on Fulton Street at 19 Dutch Street;
- A 62-story, 157-unit condo at 111 Murray Street on the site of a former St. John’s University building; and
- Next to the New York Stock Exchange Building, the 27-story 20 Broad Street was converted into 533 rental units.

With another 540 units expected to come on the market in 2019, our one-square mile neighborhood is projected to account for seven percent of the 40,000 citywide units that are expected to come on the market by the end of 2020.

As these new buildings open, they will bring with them increased amenities for the neighborhood. When One Wall Street opens in 2020, the tower will include a Lifetime Fitness and the first Whole Foods in the heart of Lower Manhattan. Also expected to open that year, 77 Greenwich will include a public primary school while the building going up at 130 William Street, designed by celebrated architect Sir David Adjaye, will feature a public plaza at street level.
KEEPING LOWER MANHATTAN SAFE AND CLEAN

The Alliance Operations team is Lower Manhattan’s Swiss Army Knife. They tackle an impressive array of responsibilities. All of this makes Lower Manhattan one of the most welcoming neighborhoods in the city for residents, tourists and workers alike.

The Alliance’s 60-person Sanitation team clears more than 500 trash and recycling receptacles every day—removing nearly 1,500 tons of public trash and 250 tons of public recyclables from the neighborhood every year.

Nearly 180 of the containers are BigBelly recycling compactors. These solar powered containers are more than just trash receptacles. They are data collectors. BigBelly compactors collect information on air quality, pedestrian counts and other information that allow the Alliance to keep tabs on neighborhood developments.

Sanitation also maintains the more than 1,600 pieces of street furniture in Lower Manhattan. These include chairs, tables and lampposts. They keep streets clean of litter and in the winter, clear snow from bus stops, fire hydrants, corners and crosswalks.

Our full-time landscaper oversees the 195 planters and 83 acres of green space that brighten up the neighborhood. Every fall, the Alliance hosts Adopt-A-Plant where plants that wouldn’t survive outdoors in the winter cold are handed out to the public. This year, Dragon’s Breath—a two foot tall plant with purple leaves and a vibrant red plume—were given away.

Easily recognizable in their distinctive Red Coats, our 60-officer strong public safety team works alongside the New York Police Department as another set of eyes to keep the neighborhood safe. They answer questions from tourists, deter crime, monitor illegal ticket sellers, retrieve lost items and report graffiti so we can quickly remove it.

With support from the Battery Park City Authority, the Alliance operates the free Downtown Connection bus. The seven-bus fleet makes 36 stops in Lower Manhattan, connecting the South Street Seaport and Battery Park City. The Downtown Connection operates seven days a week, except on Thanksgiving, Christmas, and New Year’s Day.

Buses run on 10-minute weekday headways and 15-minute headways on weekends. Countdown clocks along the route provide real-time arrival information for the hundreds of thousands of riders who take advantage of this service.

The Alliance works to help the least fortunate among us by partnering with the Bowery Rescue Committee and Trinity Church to engage Lower Manhattan’s homeless community. Since 2009, this outreach has included connecting individuals with hospital care, access to shelters, and to beginning the process of getting them off the streets and into housing.
GETTING THE WORD OUT

With the arrival of Lower Manhattan as a pre-eminent live, work, play neighborhood, the Alliance’s marketing and communication team has a lot to share and does so through traditional and digital media outlets. From promoting an upcoming downtown event to shining a spotlight on new restaurants and shops, or sharing captivating videos and photos of life in the neighborhood, the Alliance works 365 days a year as a megaphone for all the exciting things afoot in Lower Manhattan.

The Alliance website is a compendium of our work in the neighborhood and a font of information about what is happening downtown. It provides free information about hotels and nightlife, downtown deals, and updates on how to get around downtown. Our blog, the View from Downtown, keeps tabs on new restaurants, exciting museum exhibits and so much more.

Our Shop Dine Guide is the comprehensive 179 page go-to resource for finding everything from the right restaurant or shop to contact info for local resources and elected officials.

In 2018, the Alliance’s e-newsletter moved to a weekly release schedule. Going out every Monday afternoon, the newsletter is an easily digestible write-up of exciting goings-on for the upcoming week. Along with our quarterly print newsletter and our monthly articles in the Downtown Express, we are committed to keeping everyone informed about neighborhood news.

With more than 14,000 followers on Facebook, 21,000 followers on Instagram, and 24,000 followers on Twitter, the communications team has doubled down on its social media efforts. As more people turn to digital platforms for information, the Alliance has increasingly added short, eye-catching videos to the social media stories about Lower Manhattan it produces.

- As part of a summer campaign to highlight all the neighborhood has to offer in the warmer months, the Alliance released a dynamic and inventive animated video by award winning artist Nomi Bar. The video ran widely on Hulu, Roku, Google and YouTube as well as NY1, Taxi TV and local MSNBC.
- In November, during the run up to Small Business Saturday, a video series on Instagram TV highlighted distinctive downtown shops like Boundless Plains, Philip Williams Posters, Fresh Salt and Pure Liquide Wine & Spirits.

Our tourism and marketing team focuses on two complementary goals: getting people to visit Lower Manhattan and, once they are here, to make the most of their trip. We host familiarization tours for travel agents and tour operators from around the world to keep them up-to-date on things to do and places to stay downtown. Our team also hits the road to conferences and trade shows to spread the word about Lower Manhattan.

We also work with staff from Lower Manhattan attractions, hotels, restaurants and bars. Our quarterly tourism roundtables bring these neighborhood stakeholders in the same room to work together and develop strategies to attract tourists downtown. Our training workshops help hospitality providers better prepare for the specific needs of Chinese or LGBTQ+ visitors or those who travel with shopping on their mind.

Once visitors are here, we want to make sure they get the most out of their trip whether it’s walking directions, restaurant recommendations or tips that only a local would know. This information can be found at our three mobile kiosks and our permanent info booth located inside Pier A. This year, the Alliance released a new, easy-to-use, illustrated walking map. We also produce multilingual guides to help those visiting from around the world navigate the neighborhood.

To showcase Lower Manhattan’s exceptional restaurant scene, the Alliance runs Dine Around Downtown and Get Low. Dine Around is held on the Tuesday before Memorial Day and brings more than three dozen local restaurants and 15,000 hungry people to 28 Liberty Plaza for a lunchtime food festival. Every Tuesday from Memorial Day through Labor Day, Get Low gives diners a 20 percent discount at a different restaurant every week.

The Downtown Alliance has also kept the neighborhood wired since 2003. Our Lower Manhattan Free Wi-Fi Program, co-sponsored with Wilmer Hale since 2012, is one of the oldest public wi-fi programs. After bringing the network to the northern section of Battery Park City, #DwnAllianceFreeWiFi now covers more than six million square feet of Lower Manhattan.
KEEPING OUR ECONOMY GROWING

The Alliance’s Economic Development team is tasked with documenting the currents and changes shaping Lower Manhattan and articulating a vision for sustainable growth for this fast changing neighborhood.

Throughout the year, the research team tracks the metrics that tell the story of the neighborhood’s economic well-being. This includes leasing activity, development pipelines, private sector employment and tourism trends. This data is compiled, analyzed and published in quarterly and annual reports. It is this data that allows the Alliance to work with brokers and potential tenants to bring more jobs downtown.

The team also produces original research and planning studies that help shape the future of the neighborhood. In 2018, after close to a year of planning and consensus building, the Alliance released *A More Welcoming Wall & Broad: A Vision for Improving the Stock Exchange District*. The report’s recommendations aimed to make one of the most heavily visited and historically important areas in the city more welcoming, vibrant and secure.

The recommendations were guided by three principles: creating an identity and sense of place; improving the pedestrian experience; and rationalizing essential deliveries. Proposals include the creation of curbless streets and the use of durable and historically appropriate paving material; the installation of custom “gateway” structures at main pedestrian entrances; and the decluttering of security infrastructure. The effort included public feedback as well as guidance from an ad hoc committee of more than 30 stakeholders and was drafted by WXY Architecture + Urban Design.

Recently, Economic Development, in partnership with our Operations team, produced a waste resource guide for residents and property managers to tackle the ever thorny problem of residential garbage in the district. The guide outlined a variety of strategies and tools that owners and managers could deploy in order to reduce the amount of garbage put on the neighborhood’s streets.

The Alliance brought back Game ON! to Lower Manhattan for its fifth and final year with backyard games, NYC sports pop-ups, physical fitness challenges and music and drinks to six plazas along Water Street. Game ON! is part of the Alliance’s ongoing efforts to activate the Water Street corridor in new, fun and surprising ways.

To continue to activate and enliven plazas along Water Street, the Alliance hosted Prismatica, an interactive art trail of 25 kaleidoscopes that was placed in three privately owned public plazas at 75 Wall Street, 77 Water Street and 32 Old Slip. For five weeks, it drew enthusiastic reviews from residents and critics alike and brought light and whimsy to the highly trafficked path along Gouverneur Lane that leads to the ferries at Pier 11.

Engaging the neighborhood’s businesses—large and small—is an important part of the Economic Development team’s work. Our Director of Storefront Business Engagement serves as an ombudsperson and resource for Lower Manhattan’s small business, providing information and guidance on everything from dealing with City agencies to helping them promote their businesses.

Last year, the Alliance launched the Downtown Digital Innovation Grant, designed to empower local businesses to better compete in a marketplace where a digital presence is essential. The $10,000 grant is earmarked for services that will grow a business’s digital capability. Martin Busch Jewelers won the inaugural competition and used the grant to build out their online inventory and e-commerce capabilities.
GET IT DONE DOWNTOWN

From the 20th floor of 150 Broadway, LMHQ (LMHQ.nyc) is a program of the Downtown Alliance that has enabled the doers and thinkers of Lower Manhattan to gather, collaborate, network, learn and listen in its 12,500 square feet since opening in 2015.

With its conference rooms, event space, work and social space, state-of-the-art A/V and whiteboard walls, LMHQ is an affordable resource for a burgeoning community of businesses, entrepreneurs and startups.

In its three years, LMHQ has hosted 133 events which have brought more than 12,500 people to the location. The space is also available for rentals. Since 2015, 564 of those events have brought almost 34,000 people to LMHQ.

One of the most popular events is the “Women’s Breakfast” series. Sponsored by Verizon, the events bring big crowds together to hear from dynamic speakers on a wide range of timely topics of particular interest to Lower Manhattan’s community of women professionals. Some of the issues covered in 2018 included hiring for diversity and inclusion, mental health and wellness, and building a personal brand through thought leadership.

With support from ConEdison, LMHQ helps local nonprofits take advantage of the space. The Bright Ideas Grant offers free meeting and event space to eligible nonprofits. Meeting room space is available free of charge twice per month on Monday evenings. The 120-person event space is available one evening per month, Monday through Thursday.

LMHQ is partially sustained by a grant from the Lower Manhattan Development Corporation. LMDC is funded through the U.S. Department of Housing and Urban Development’s
### The Alliance for Downtown New York Financial Statements
(Dollars in Thousands)

#### STATEMENT OF ACTIVITIES

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<tr>
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<th>Year End June 30, 2018</th>
<th>Year End June 30, 2017</th>
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<tbody>
<tr>
<td><strong>Revenues</strong></td>
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<td>Assessments</td>
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<td>Program, Contract and Other</td>
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<td>Program Expenses</td>
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<td>Public Safety</td>
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<td>Sanitation</td>
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<td>Promotion and Marketing</td>
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<td>Economic Development</td>
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<td>Transportation</td>
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<td>Social Services</td>
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<td><strong>Total Program Expenses</strong></td>
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<td>Supporting Services</td>
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<td><strong>Decrease in Net Assets</strong></td>
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<td>($122)</td>
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#### STATEMENT OF FINANCIAL POSITION

<p>| | | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>Assets</strong></td>
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<td>Cash and Cash Equivalents</td>
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<td><strong>Total Assets</strong></td>
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<td><strong>Liabilities</strong></td>
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<td><strong>Total Liabilities and Net Assets</strong></td>
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<td>$12,138</td>
</tr>
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Amounts were summarized from financial statements audited by Skody Scot & Company, CPAs, dated October 23, 2018.
Natalie Armstrong
Adam Bernstein
Denise Blackwell
Charles Bove
Renee Braunstein
Andrew Breslau
Nancy Cascella
Ron Dizon
Edward Drivick
Jessica Drucker
Heather Ducharme
Thomas Dunn
Joseph Ferris
Teresa Figario
Beau Gambold
Daniel Giacomazza
Jarrod Grim
Hans Guillaume
Dave Harvin
Sean Hayes
Kristin Heise
Carl Homward
Jamel Homward
Melissa Hsiung
Alice Ily
Dwayne Jacobs
Rebecca Jimenez
Jihan Johashen
Ulla Kaprelyants
Ron Kearney
Michael Ketering
Joseph Lanaro
Jessica Lappin
Patrick Liang
Elizabeth Lutz
Joseph Moskowitz
Stroock & Stroock & Lavan LLP
Jeremy Moss
Silverstein Properties
Anthony Notaro
Manhattan Community Board 1
Dan Palino
New Water Street Corp.
Edward V. Piccinich
SL Green Realty Corp.
Seth Pinsky
RXR Realty
Charles C. Platt
Wilmer Cutler Pickering Hale and Dorr, LLP
Peter A. Poulakakos
Ahead Realty/HPH Hospitality Group
Cynthia C. Rojas Sejas
S&P Global Market Intelligence
Joel Rosen
GFI Hospitality LLC
William C. Rudin
Rudin Management Company, Inc.
Frank J. Sciame
F.J. Sciame Construction Co., Inc.
Allan G. Sterling
Cleary, Gottlieb, Steen & Hamilton, LLP
Brian R. Steinwurzel
GFP Real Estate
Honorable Scott M. Stringer
Office of the Comptroller of the City of NY
Kent Swig
Swig Equities, LLC
Matthew Van Buren
CBRE Group, Inc.
____________________________________
Jessica Lappin, President

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Ben Stone – 31
Daniel Cortes – 33

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Bathsheba Parker – Alliance for Downtown New York, Inc.
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