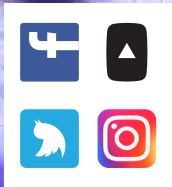




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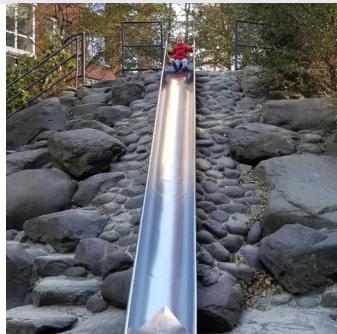
**WINTER 2020**  
THE ORIGINAL DOWNTOWN, EST. 1625

## THE LOWDOWN



The Downtown Alliance celebrated the season of giving by showering the neighborhood with gifts. Our public safety team, which keeps Lower Manhattan welcoming all year round, took to the streets to surprise downtowners with 350 gift cards, ranging in value from \$10 to \$100. Not only did these random acts of kindness spread good cheer for the holidays, they also promoted the amazing local businesses and experiences that Lower Manhattan has to offer, from dinner at Delmonico's to a private tour of the New York Stock Exchange — and much more. In addition to generating some social media buzz, hopefully this effort will boost business for our retailers in the year ahead. "I haven't done yoga but I wanted to," said one recipient surprised by a gift card to YogaCare on Fulton Street. "Now this is giving me a great incentive!"

**DID YOU KNOW?**...Slide into a secret spot in Teardrop Park. Nestled among the trees is a 33-foot long slide ending in a sandbox just waiting for thrillseekers.



## FROM THE PRESIDENT {dear neighbor}



As we start the new year and celebrate the 25th anniversary of the Downtown Alliance, I have been reflecting on the magic and strength of this special neighborhood.

Lower Manhattan now is very different from what it was when we opened our doors in January 1995. Almost a quarter of office space was empty then, storefronts were shuttered and splattered with graffiti, property values were way down, and those who commuted to their jobs here had no reason to stick around after work.

The Downtown Alliance started by dispatching teams of sanitation workers to make Lower Manhattan shine — literally. They scrubbed the streets and removed graffiti. To make the area feel more welcoming, public safety officers were assigned to specific beats along the cobblestoned and winding streets. By the late '90s, dark office buildings began to light up and vacant spaces began to convert into homes. Lower Manhattan wasn't just being revitalized — it was recreating itself.

Only 14,000 folks lived here then. Now some 62,000 New Yorkers call this neighborhood home. As for commerce, the district has expanded far beyond the financial industry — book publishers and tech start-ups, big businesses and small have established headquarters here in the city's historic neighborhood. In 2019, Lower Manhattan's private sector employment numbers surpassed what they had been just before 9/11.

Given the scope of that tragedy, our successes sit even closer to our hearts. Lower Manhattan's resilience and grit, its grace and authenticity continue to inspire and surprise us. With new initiatives coming in 2020, the neighborhood will keep setting and raising the bar.

Lower Manhattan is now an international hub that reflects the charm and good humor of a cozy neighborhood. With iconic sites paired with cutting-edge cuisine, the area has much to offer residents, commuters and visitors. There's so much packed into one square mile, yet there's still plenty of room to welcome what the future holds.

Follow us (@downtownnyc) to keep up on the latest neighborhood news.

Sincerely,

*Jessica Lappin*

Jessica Lappin, President

## HOT SPOTS

## HOT SPOTS



### SWEETCATCH POKE

125 Maiden Lane  
[sweetcatchpoke.com](http://sweetcatchpoke.com)  
[@sweetcatchpoke](https://www.instagram.com/sweetcatchpoke)

Sweetcatch Poke is bringing the tastes of Hawaii to a new location downtown. The Manhattan chain opened a spot on Maiden Lane, where it dishes out fresh poke bowls full of fish, chicken or tofu.



### SUSHI & CO

65 Nassau Street

A new Sushi & Co is dishing out all its delicious specialities on Nassau Street, including a variety of black rice rolls, dumplings, udon and ramen.



### LEKKA BURGER

81 Warren Street  
[lekkaburger.com](http://lekkaburger.com)  
[@lekkaburger](https://www.instagram.com/lekkaburger)

After two years in the making, Amanda Cohen's much-anticipated Lekka Burger opened its doors on Warren Street, offering a variety of veggie burgers that are better for the planet than beef. Bonus: There are crinkle-cut fries, vegan shakes and tasty cocktails.



### SANT AMBROEUS

Brookfield Place  
[santambroeus.com](http://santambroeus.com)  
[@santambroeus](https://www.instagram.com/santambroeus)

This beloved restaurant and coffee bar that hails from Milan is launching a new hub in Brookfield Place to offer specialties from espresso to risotto, gelato to Campari spritz.

## WHAT'S UP DOWNTOWN



### THE SEAPORT IS BEAMING

Fend off those post-holiday blues with some actual ups and downs: In early January, eight giant illuminated seesaws will line the Seaport Square, reason enough to set foot outside for some exercise.

### CALLING ALL ARTISTS



Apply now for the 2020 MvVO Ad Art Show. This juried art exhibition, now in its third year, is coming to the Oculus in May and will feature works by creatives who have worked in or are inspired by advertising. The Oculus draws over 350,000 visitors each day — which

means your work could be seen by over 10 million people during the month of May.

### A SHINY NEW SITE ON BROADWAY



There's a brand new plaque on Broadway, and, if you look up, you might miss it. Laid into the sidewalk, the marker commemorates Lower Manhattan's most recent ticker-tape parade, which hailed the U.S. women's soccer team in July 2019

following its victory at the World Cup. In December, the team's co-captain and star midfielder Carli Lloyd joined executive director of women.nyc Faye Penn and several players from New York City Football Club's youth team to help the Downtown Alliance celebrate the plaque's unveiling.



## HOW THE NYSE RANG IN THE HOLIDAYS

The New York Stock Exchange’s 96th annual Christmas tree lighting was a party to remember. Downtowners and visitors kicked off the December evening with performances by five-time Grammy winner Dionne Warwick, the West Point Cadet Gospel Choir and casts of *The Phantom of the Opera*, *Dear Evan Hansen* and *School of Rock*.

## THE SEASON OF GIVING WAS LIT



Luminaries, an exhibit featuring dozens of lanterns, transformed Brookfield Place’s Winter Garden into a radiant holiday display. The glowing canopy was interactive: Special stations allowed visitors to “send a wish” through touch-activated colorful light shows in the lanterns above. And it was for a good cause: For each wish sent by the public, Brookfield donated \$1 to Cookies for Kids’ Cancer.

## FIND OUT WHAT’S GOING ON IN LOWER MANHATTAN



[downtownny.com](http://downtownny.com) @downtownnyc

## ALLIANCE UPDATES

### COUNT ME IN: THE 2020 CENSUS



Census data is used for all kinds of key funding decisions that keep neighborhoods fun and functioning — that's why the Alliance is helping to spread the word. Make sure you fill yours out. It will be available in March online and on paper, and shouldn't take more than 10 minutes. Visit [newyorkcounts2020.org](https://newyorkcounts2020.org) for more information.



### GET TO NEWARK INTERNATIONAL AIRPORT IN 36 MINUTES

Plans are moving forward for an extension of the PATH line from World Trade Center directly to Newark Liberty International Airport, which would cut down on travel time and create a much more seamless experience for travelers. With an expected completion date in 2026, the

extension will make Lower Manhattan the first business district in New York City with direct access to an international airport.



**LMHQ is a place to collaborate, learn and get things done in Lower Manhattan.**

**Our configurations and plug-and-play possibilities are endless: hold off-site meetings, conduct interviews or collaborate and trade ideas aloud in our adaptable spaces.**

**Inquire about meeting room and event space rentals at [lmhq.nyc/rent-lmhq](https://lmhq.nyc/rent-lmhq)**



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## QUESTION + ANSWER



MADELINE GRESSEL

*In September, a third McNally Jackson Books opened at 4 Fulton Street in the Seaport District. With two floors and 7,500 square-feet, the shop carries new releases as well as classics and hard-to-find titles. There's also plenty of room to host readings and talks — the calendar is filling up.*

*Madeline Gressel, the assistant manager at the Seaport location, discusses what makes this McNally Jackson Books unique, what it adds to the neighborhood and also recommends a few of her recent literary obsessions.*

### **What makes McNally Jackson Books unique?**

McNally Jackson Books is solely owned by Sarah McNally, who you can often see with her dog Chief in and out of our stores. Our staff tends to stay a long time. We are very knowledgeable about what we do and we love talking to the customers. I think it creates a very friendly atmosphere.

### **What else makes this third McNally Jackson store stand out?**

This third store has just over 60,000 books. So we're able to carry what we call a very deep "backlist," the books you're not seeing in the news, the books that aren't being promoted but have sort of stood the test of time, classics, smaller recent books, a lot of small press books, a lot of poetry books. Also, this is the first McNally Jackson to sell used books, which are curated very carefully and lovingly. We have first editions, old editions and foreign languages. They make fantastic gifts.

### **What else helps foster community here?**

I think our Staff Picks are just fantastic — it's sort of what we do best. Our staff does such a good job describing the book. What can be really alienating about books is you don't really know what you'll find in them, so we give you a glimpse of what you're going to get when you buy it. We also have really beautiful café. It's a very pleasant place to sit and do your work, have a coffee.

We will also have a beer and wine menu and a food menu as well.

### **What are some books you'd recommend?**

One of the books that I've read recently and really loved is *How To Do Nothing* by Jenny Odell, which is this really omnivorous mix of philosophy and art history and her own freewheeling ideas about how we spend our time. Also, *Family Lexicon* by Natalia Ginzburg is such a good book; I highly recommend it.

### **Who are your regulars?**

We've had so many residents of the neighborhood coming in and saying, "I'm so happy that you guys are here; we haven't had anything down here like this. This is a wonderful addition to the neighborhood. It makes it feel so homey." Kids who go to the schools nearby, the parents, the teachers: that kind of community has been really excited about this. I think there are a lot of offices nearby for whom this would be a space of serenity and repose. I invite them to come down and enjoy!

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# Downtown Connection

Lower Manhattan's free bus service

- South Street Seaport-bound stops
- Battery Park City-bound stops

Daily service runs from 10 A.M. to 7:30 P.M.

Bus route subject to change. Please check our website for latest information. [downtownny.com/downtownconnection](http://downtownny.com/downtownconnection)

- Subway
- CitiBike Station
- Ferry
- NewYork-Presbyterian/Lower Manhattan Hospital
- PATH Station
- Visitor Information Kiosk
- Free Downtown Alliance WiFi
- WiFi Coming Soon

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