



Alliance for Downtown New York, Inc.  
120 Broadway, Suite 3340  
New York, NY 10271  
212 566-6700 Fax 212 566-6707  
www.DowntownNY.com

**FOR IMMEDIATE RELEASE**

PRESS CONTACT: [James Yolles](mailto:James.Yolles@DowntownNY.com) (212) 835-2763

## **Hive at 55 Celebrates First Anniversary**

**New York, NY (January 21, 2011)** — The Hive at 55, a shared workspace for freelancers and small business owners run by the Downtown Alliance, celebrated its first anniversary of the Hive at 55 Tuesday night at 55 Broad Street in Lower Manhattan.

The Hive is a shared workspace for freelancers and small business owners run by the Downtown Alliance in conjunction with the [New York City Economic Development Corporation](#) (NYCEDC), [55 Broad Street](#) and the [Rudin](#) family. Speakers at the event included Downtown Alliance President Elizabeth H. Berger, NYCEDC President Seth W. Pinsky and Rudin Management CEO William C. Rudin.

“The Hive at 55 is a new kind of professional community,” said Elizabeth H. Berger, President of the Downtown Alliance. “From iPhone app makers to freelance writers to film companies, the Hive is the go-to place for those who prefer to work independently but together to exchange ideas, network and launch collaborations. Ways of doing business in New York City are changing and the Hive is ahead of the curve. It’s been a fantastic first year and we look forward to many more.”

To view photos from the event, go to:

<http://www.flickr.com/photos/overworkedasian/sets/72157625742237535/>

The Hive opened on December 1, 2009, and in the past year has become a hub of technology and media, filled with a growing community of entrepreneurs, consultants and freelancers. It was established as part of the city’s efforts to expand entrepreneurship and facilitate the growth of industry sectors, such as new media.

“The Hive at 55 has allowed for collaboration among media entrepreneurs and small businesses in a way that facilitates collaboration and helps create new start-up opportunities in New York City,” said NYCEDC President Seth W. Pinsky. “Over the last year, the Hive has brought together hundreds of professionals in a unique setting that allows tenants to work independently when inclined, but also to utilize the resources of other businesses in a way that strengthens the entrepreneurial community in Lower Manhattan. I congratulate the Hive on its success and look forward to celebrating in the years ahead.”

More than 5,000 uses of the space have taken place at the Hive, with more than 100 regular members, 22 percent average monthly growth and average more than 80 percent of desks assigned each month. The space has hosted over more than 100

events in partnership with [Pace University](#), [Girls in Tech](#), [GuruLoft](#) and other tech and social media groups.

The 4,000-square-foot, fully outfitted space at Rudin Management's New York Information and Technology Center at 55 Broad St. includes a shared workspace for more than 30 people, three private offices and meeting space, as well as Wi-Fi, fax, printer and copier machines, coffee, conference rooms and bike storage. Additionally, workshops, classes, happy hours and other networking opportunities are often held there.

"55 Broad Street Street has always been about fostering entrepreneurship, small businesses, tech startups and freelancers, and the building has become a hub for technology and creativity right in the heart of the financial district," Rudin said. "Thanks to the leadership of Liz at the Downtown Alliance and Seth at EDC, the Hive has helped 55 Broad continue down that path."

The Hive at 55 offers several membership options: \$25 per day; three visits per month for \$50; eight visits per month for \$150; 12 visits per month for \$200; monthly access during business hours for \$300; and monthly 24/7 access for \$500. Private offices and classroom space are also available for rent.

To help establish the Hive at 55, NYCEDC provided a \$100,000 grant to the Downtown Alliance. Additional funding and program support for the Hive are provided by 55 Broad Street, the Rudin family, [Poulakakos Family Restaurants](#) (which offer Hive members monthly lunches and happy hours), [J&R Music and Computer World](#) (which offer discounts for Hive members), [Mancini Duffy](#), Pace University and [Sky-Packets](#). More information on the Hive at 55 is available by calling the Downtown Alliance at 212-835-2744, on the Web at <http://www.hiveat55.com> or by e-mail at [hiveat55@downtownny.com](mailto:hiveat55@downtownny.com). Interested parties can also follow the Hive on Twitter at [twitter.com/hiveat55](https://twitter.com/hiveat55) or become fans on Facebook.

*The mission of the Alliance for Downtown New York is to be the principal organization that provides Lower Manhattan's historic financial district with a premier physical and economic environment, advocates for businesses and property owners and promotes the area as a world-class destination for companies, workers, residents and visitors. The Downtown Alliance manages the Downtown-Lower Manhattan Business Improvement District (BID), serving an area roughly from City Hall to the Battery, from the East River to West Street.*

###