



Alliance for Downtown New York, Inc.
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New York, New York 10271

DowntownNY.com

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.



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LOWER MANHATTAN

It All Starts Here | Summer 2011





The Public Art Fund has turned Lower Manhattan's City Hall Park into an outdoor museum, featuring work of the late Sol LeWitt.



FROM THE PRESIDENT {dear neighbor}



The sun, the harbor, the acres of parkland, two waterfront esplanades and another on the way, eight museums, 18 hotels and one of the city's largest free outdoor performing arts festivals. Lower Manhattan is where people want to be all year long – but seldom is our neighborhood more alive with fun than in the summertime!

The 10th anniversary edition of the River To River Festival kicks off on June 19 with the theme Made In New York. Programming includes Patti Smith, Laurie Anderson and Bill Laswell, STREB, Jules Feiffer and an Evening At The Bottom Line. The Lower Manhattan Cultural Council takes over from the Downtown Alliance this year as the Festival's lead reducing partner – and I know LMCC will take this wonderful extravaganza to the next level and beyond!

If you're looking for a great escape on a summer weekend, there's Governors Island – with astonishing harbor views, artist-designed miniature golf, abundant green space, miles of car-free biking and an exhibit of Mark di Suvero sculptures presented by the Storm King Art Center. Open Friday through Sunday until September 25, this sparkling respite is just a seven-minute ferry ride away.

Friends or relatives coming to town this summer? There's no better place to stay than Lower Manhattan. We have plenty of iconic architecture and historic sites – along with 4,100 hotel rooms, 450 restaurants and 625 stores. Mayor Bloomberg and NYC & Company made a Lower Manhattan stay-over even more compelling last month when they launched Get More NYC: Lower Manhattan, featuring an array of travel itineraries, hotel offers promoting weekend stays with a Downtown Culture Pass and late checkout, and 20-percent-off offers at our restaurants, shops, attractions and cultural institutions.

What an amazing renaissance we have seen. When I first moved here in the early '80s, Lower Manhattan was famous for Wall Street and for Creative Time's Art on the Beach, but rarely the twain did meet. There were 10,000 of us living below Chambers Street – but it wasn't yet a community. It was a central business district where a few people lived.

Today that beach is the bedrock of Battery Park City, and Lower Manhattan is a whole new kind of central business district, a global, environmentally sustainable, 24/7 community with 306,000 workers, 56,000 residents, nine grocery stores, 11 public and private schools, five new ferry landings and smart and distinctive public spaces like the newly restored Louise Nevelson Plaza at William and Liberty streets.

Our residential population has more than doubled in a decade. Our tourism numbers – we had nine million visitors last year – are up nearly 30 percent since 2008. Our hotels are triple the number of a decade ago. And each of these figures is poised to rise further in the not-too-distant future.

So enjoy! The sun is back. The weather is warm. Our cobblestone streets are at their charming best, and Lower Manhattan is more exciting than ever.

Elizabeth H. Berger

what's up DOWNTOWN

downtown IN THE NEWS

LOWER MANHATTAN: THE PLACE TO BE



- Take a ferry to paradise this summer. Governors Island is open every Friday-Sunday and holiday Mondays through September 25. Free ferries run from Lower Manhattan. Visitors enjoy free art exhibitions, including *Mark di Suvero: Presented by the Storm King Art Center*, artist-designed miniature golf, miles of car-free biking and Free Bike Fridays. For a ferry schedule and all events, visit govisland.com.
- Eat under the art. The City's Department of Design and Construction and the NYC Department of Transportation recently reopened a restored Louise Nevelson Plaza, the triangular pedestrian plaza at William and Liberty streets and Maiden Lane. Nevelson, the famed New York artist who died in 1988, designed site-specific sculptures, called "Shadows and Flags," specifically for the plaza that opened in 1977. The Lower Manhattan Development Corporation gave more than \$2 million for the reconstruction. New additions to the plaza include stainless steel benches, lighting, and a granite base. Perfect spot for a summer afternoon.

Now the world will know all that Lower Manhattan has to offer! Mayor Michael R. Bloomberg and NYC & Company have just launched a global campaign to promote Lower Manhattan.

The campaign encourages visitors to stay in Lower Manhattan's hotels, eat in our restaurants, shop in our stores and get a glimpse of what we see already: Lower Manhattan is flourishing with new businesses, cultural attractions, and open space.

If you've got relatives or friends visiting the area, make sure to fill them in, because the campaign features travel itineraries, special hotel offers, and other deals, such as the Downtown Culture Pass. Check out www.nycgo.com for details!

"Our new campaign will help ensure visitors from around the world have an opportunity to take advantage of all that Lower Manhattan has to offer," the Mayor said.

NYC & Company CEO George Fertitta said: "In the months and weeks leading up to the 10th anniversary of September 11 and the opening of the 9/11 Memorial, Lower Manhattan will be a focal point for the world. We are prepared and look forward to welcoming visitors and locals to Lower Manhattan and encourage them to experience a neighborhood that has seen a dramatic revitalization in the last decade."

"For 400 years, we've mastered the art of reinvention in Lower Manhattan – and we've always prevailed as an active, innovative center of urban life," said Downtown Alliance President Elizabeth H. Berger. "Here's to 400 more."

FIND OUT WHAT'S GOING ON Downtown

- Check out our website, DowntownNY.com
- Follow us on Twitter @DowntownNYC
- Become a fan at Facebook.com/Downtown.Alliance
- Read our blog, Downtown Diary at blog.DowntownNY.com
- Visit Foursquare.com and search Alliance for Downtown New York
- Subscribe to our email list to receive e-newsletters and event announcements at DowntownNY.com. We'll keep you informed about all that's happening in Lower Manhattan.



spotlight ON BUSINESS

RED MANGO

111 Fulton Street
(212) 321-3210
www.redmangousa.com



A kaleidoscope of frozen yogurt flavors awaits you at the recently opened Red Mango location on Fulton Street. You have your choice of Original, Pomegranate and eight other flavors that change depending on the season. This month's offerings include delectable combinations such as black cherry, raspberry cheesecake and dark chocolate. All flavors, except Dark Chocolate, are nonfat and Red Mango is all-natural, gluten-free, probiotic and kosher. Also, this is the second Red Mango

to offer completely self-serve frozen yogurt and smoothies. You can choose your favorite flavors and toppings combos, and create a personalized, delicious concoction. Oh, how sweet it is.

SOUL DADDY

189 Front Street
(212) 269-2324
www.souldaddyrestaurant.com

It's no surprise that Jamawn Woods, winner of the reality TV competition "America's Next Great Restaurant," chose Lower Manhattan as the ideal spot for his new restaurant. Soul Daddy, located at the South Street Seaport, combines a fast-casual atmosphere with a new spin on old-school southern soul food.



There is no deep fryer on the premises and Soul Daddy uses only fresh ingredients. The menu includes baked battered chicken instead of fried, pulled-pork sandwiches, collard greens, sweet molasses mustard and much, much more. So if you're in the mood for some food for the soul, head on down to Soul Daddy.

KOKO

120 Greenwich Street
(212) 321-6600
www.kokoasian.com



Asian Fusion has arrived in Lower Manhattan. Owner Kenny Yin brings his perfected blend of Chinese, Thai, and Japanese cuisine to his newest restaurant, Koko. Menu favorites include: beef satay, pan fried dumplings and steamed buns with pork belly. Some of the specialties of the house are the spiciest, such as General Tso's Chicken, Volcano Chicken and Shredded Beef with Chinese Chili Peppers. Those whose taste buds are up to the challenge will be greatly rewarded. The

interior design is a bit of fusion itself, with scarlet red walls, modern lighting design and Asian-inspired artwork.

REGIS ROYAL

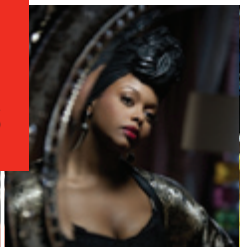
21 Rector Street
(212) 321-3000
www.regisroyal.com



At Regis Royal you'll discover high ceilings, sunlight pouring in and a comfortable modern décor that will prepare you for the "royal" treatment you are about to experience. Menu items such as the bucatini and artichokes a la nona harken back to their Tuscan origins, but at Regis Royal there is something on the menu for everyone. The tomato bisque and crab cakes have already become popular favorites. The chargrilled burger on focaccia bread topped with mushrooms and manchego cheese, and accompanied by truffle and parmesan dusted fries, is a great excuse to leave the office for lunch.

If you're in the mood for something lighter, try a salad or a thin-crust brick oven pizza, but don't forget to save some room for dessert! The tiramisu, crème brulee, and assorted cakes are all made in-house and are the perfect way to finish your meal.

upcoming EVENT HIGHLIGHTS



MADE IN NEW YORK

The 10th season of the River To River® Festival launches this month!

This year the presenting partners followed the theme “Made In New York” and focused many of the programs on iconic New York artists and institutions. From Patti Smith and her Band to Laurie Anderson and Bill Laswell to STREB, Jules Feiffer, and an Evening At The Bottom Line, River To River has assembled a line-up that celebrates the creativity and vitality of New York City.

This is not only the 10th season of the Festival but a transitional year as the Lower Manhattan Cultural Council (LMCC) took over as the lead producing partner from the Alliance for Downtown New York. Founding and Title Sponsor, American Express, is joined by the Downtown Alliance and other vital underwriters in supporting all the Festival’s free performances and activities.

This year’s free art programming runs from June 19 to July 16.

Over the next few years, LMCC will work with its presenting partners at Arts World Financial Center, Battery Park City Authority, and The Seaport to build River To River into the “jewel in the crown” of summer in Lower Manhattan, offering an ever-evolving array of stellar arts programs, for free, to the community.

It’s shaping up to be a fantastic, four-week-long Festival dedicated to artists and art groups who are native New Yorkers or whose work has been greatly inspired by the Big Apple.

View the full schedule at www.RiverToRiverNYC.com.

upcoming EVENT HIGHLIGHTS

BANG ON A CAN MARATHON

Presented by Bang on a Can and Arts World Financial Center
Sunday, June 19 | 11AM-12 MIDNIGHT
World Financial Center Winter Garden, 220 Vesey Street.

Bang on a Can returns with its incomparable 12-hour-plus super-mix of genre-defying music featuring over 150 astounding musicians and composers from throughout the world.

REBECCA JORDAN

Presented by Arts Brookfield Properties
Wednesday, June 22 | 12:30 PM
Zuccotti Park, Broadway (btw Cedar and Liberty Streets)

New York City-based singer/songwriter Jordan performs.

THE BOTTOM LINE – NY ON MY MIND

Presented by Battery Park City Authority
Wednesday, June 22 | 7 PM
Rockefeller Park, River Terrace and Warren Street

Celebrating the legendary NYC music club starring Rosanne Cash, Marshall Crenshaw, Garland Jeffreys, Willie Nile, Martin Rivas, Suzzy Roche and Lucy Wainwright Roche, Catherine Russell, Loudon Wainwright III, Dar Williams, and more. Hosted by Meg Griffin.

THE GHOST OF A SABER TOOTH TIGER

Presented by The Seaport
Friday, June 24 | 7 PM
Pier 17

Sean Lennon and Charlotte Kemp Muhl mix breezy melodies, Brazilian rhythms and French pop for a sound that is immediate and alluring.

NEW YORK CITY OPERA – RUFUS WAINWRIGHT GOES TO THE OPERA!

Presented by Arts World Financial Center

Tuesday, June 28 | 7 PM

World Financial Center Winter Garden, 220 Vesey Street

New York City Opera singers, pianist Kevin Murphy, and the great singer/songwriter and opera composer Rufus Wainwright perform.

LAURIE ANDERSON AND BILL LASWELL

Presented by LMCC

Thursday, June 30 | 7 PM

Castle Clinton, Battery Park, State Street and Battery Place

Laurie Anderson and Bill Laswell collaborate in an evening of improvised beats and melodies.

HENRY V

Presented by New York Classical Theatre and LMCC

July 6, 8-10, 12-13, 15, 18-21 & 24 | 7 PM

Battery Park and Governors Island

New York Classical Theatre performs William Shakespeare's Henry V. Journey with King Henry and his army from England (Battery Park) across the English Channel (New York Harbor) by boat to France (Governors Island) where the historic Battle of Agincourt will be staged in front of historic Fort Jay with the largest cast in the company's history.

PATTI SMITH AND HER BAND

Presented by LMCC

Thursday, July 14 | 7 PM

Castle Clinton, Battery Park, State Street and Battery Place

Punk queen poet-laureate of downtown Patti Smith offers an unheard-of chance to see and feel the force of this dynamic artist up close and personal.

FIELD DAY ON GOVERNORS ISLAND

Presented by Come Out & Play and LMCC

Saturday, July 16 | 11 AM – 5 PM

A day of new and exciting outdoor games.

OPEN STUDIO WEEKEND IN BUILDING 110:

LMCC'S ARTS CENTER AT GOVERNORS ISLAND

Saturday, July 16 and Sunday, July 17, 12-5 PM

LMCC artists-in-residence open up their studios. Come see what they've been working on!

MOVIE NIGHTS ON THE ELEVATED ACRE

Presented by LMCC

55 Water Street (btw Broad and William Streets)



Monday, June 20, 8 PM | *Desperately Seeking Susan*

Monday, June 27, 8 PM | *The Godfather Part II*

Monday, July 11, 8 PM | *The Brother from Another Planet*

Visit www.RiverToRiverNYC.com for further updates.

How long have you worked at the Downtown Alliance?

I started here about four months before my kids were born, so that's easy. More than 8.5 years ago.

What's your role at the Downtown Alliance?

I've been here so long, I've had many different roles. I started as the Research Director, moved to managing the database, then headed our MIS department and now oversee all things technology including Wi-Fi and the website.

But you're a therapist by trade. This is an interesting move.

Yes, my master's is in Marriage and Family Therapy. It's really a good foundation to have, especially when you think of the workplace as one large family. If you're looking for a therapist, I'm your guy heh heh.

You're responsible for Lower Manhattan's free Wi-Fi network, and now it covers a half million square feet in Lower Manhattan. What's the response been?

It has been extraordinary, one of the most fun projects I have ever worked on. In 2010, we had over 100,000 connections to our Lower Manhattan Wi-Fi Network - a 96 percent increase from 2009. Already in April, we had our best month ever with over 18,500 devices connected, so I have a hunch this is going to be another pretty good year.

What's in store?

We just unveiled a new hotspot at Trinity Church's Charlotte's Place and we're working with Trinity on another one at their Courtyard. We are also looking at other partners and sponsors who may be interested in having their own Wi-Fi hotspots like Trinity.

What's your favorite place to eat in Lower Manhattan?

Two of my favorite places are Bayard's down on Broad Street (the Grill) and when I have a craving for Indian, I always go to Baluchi's on Greenwich between Warren and Murray. My mouth waters just thinking about it. Can we go after this?

You have twins. What's easier: managing twins or setting up Wi-Fi on 55 Water Street?

Oh, setting up Wi-Fi. Hands down. I'm always looking for new hotspots, but I'm pretty happy with the children I have.

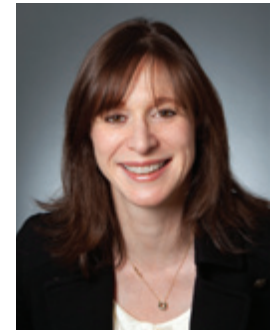


JEREMY SCHNEIDER
AVP Technology and
Online Communications

Q&A WITH GAYLE HORWITZ, PRESIDENT, BATTERY PARK CITY AUTHORITY

You've been President of BPCA for seven months now. What's the experience been like?

I have been at BPCA since last June and was named President at the end of October. It is an exciting time for Battery Park City as we are nearing completion of our Master Plan. We have several major construction projects under way that will further enhance life here in Downtown Manhattan. In the North Neighborhood, we are completing the construction of a Community Center which will be operated by Asphalt Green, and this summer we will be converting our ballfields to a green synthetic turf which allow field use year-round. Down in the South Neighborhood, we are busy restoring the Pier A site for future occupancy by the Poulakakos' new Atlantic Garden. These projects bring us to the final stages of our Master Plan. A great community has been built here and our task in the next chapter of our history is to move from being a real estate developer to a real estate owner and manager. I look forward to the next chapter and working with the great community that has flourished on our 92 acres.



What did you learn about Battery Park City that you didn't know before?

I did not know that our parks were completely sustainable. We have an incredible composting operation which allows us to take care of our parks without having to buy additional soil, etc.

I understand you were actively engaged during this winter's bad snowstorms. What did you do?

I spent part of my childhood in upstate New York so shoveling snow is in my DNA. When I woke up on the morning of the blizzard, I got dressed like I was going skiing and my husband asked where I was going. I replied, "to shovel snow, of course!" I had heard about snow duty and wanted to help out and experience it first-hand. The staff didn't know what to make of it but quickly gave me an assignment salting and sanding. It was a great day and I send a big shout out to all the Parks staff for their incredible, hard work this winter.






To read more excerpts from the Downtown Alliance's interview with Gayle Horwitz, visit the Downtown Diary at <http://blog.DowntownNY.com>

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LEGEND

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