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LOWER MANHATTAN

It All Starts Here | Winter 2013



FROM THE PRESIDENT {dear neighbor}



December 31st will mark my 30th year living below Fulton Street, and I've worked here for many of those years as well. I fell in love with Lower Manhattan for the same reasons as everyone else: the dramatic architecture, winding streets, sweeping views, parkland, waterfront and unique shops and restaurants. But I stayed for the sense of community – the “little village” with the biggest buildings – that makes our one-square mile one of the best things about New York.

Though Lower Manhattan escaped the worst of Hurricane Sandy, the district was not unscathed, especially in the

Seaport, along the Water Street corridor, at the Battery and on West Street. Here at the Downtown Alliance, our response has been true to our mission: to provide service, research, advocacy and information.

As the storm neared, our public safety and sanitation teams cleared the streets of debris, brought in street furniture, and deployed our Downtown Connection fleet to help evacuate residents to nearby shelter. While it raged, our Communications team worked round-the-clock to provide nonstop information, using social media, email blasts and frequent updates to our mobile app and website to bring you the most current news about details on site conditions, utility and public transportation services and where to go for help.

In the days and weeks that followed, our Economic Development team assessed the impact, reached out to business and property owners, fielded questions and helped to channel information about recovery efforts to residents, property owners and businesses, both large and small. Our field crews hit the streets to clean up debris and help restore the quality of life for which Lower Manhattan is treasured.

But that's not all. Because small businesses are vital to the success of our district, we've launched a grant program targeting those most affected by the storm. We've worked with Con Ed and others to help restore vital customer services. We've told the story of how property owners are working tirelessly to restore temporarily off-line office and residential space, promoted local shops and restaurants, and advocated for assistance from the City, State and Federal governments. And, we are thinking to the future, compiling lessons learned and investigating new technologies, which may have citywide and regional significance.

We haven't been alone in helping Lower Manhattan bounce back. I applaud our elected leaders – President Barack Obama, Governor Andrew Cuomo, Mayor Michael Bloomberg, New York's two Senators, Charles Schumer and Kirsten Gillibrand, Congressman Jerrold Nadler -- and Lower Manhattan's hometown team: Speaker Sheldon Silver, Senator Daniel Squadron, Assembly Member Deborah Glick, Borough President Scott Stringer and Council Member Margaret Chin. We are also working closely with Community Board 1 and its new indefatigable chair, Catherine McVay Hughes.

Living and working in Lower Manhattan, I spend a lot of time out on the street. On my daily walks, I bear witness to countless examples of the hope and resilience that are second nature here: neighbors pitching in to support neighbors, small-business owners cleaning up and setting up shop anew, property owners welcoming tenants and, not surprisingly, Lower Manhattanites volunteering and supporting fellow New Yorkers more profoundly impacted by Sandy's blows.

That's who we are as a community. In this issue, you will learn about New York Cares, the Lower Manhattan non-profit that organizes thousands of local volunteers and runs an annual coat drive to help New Yorkers in need. You'll read how they responded to Hurricane Sandy, and learn about what the Downtown Alliance's Kelly Rush has been doing in the aftermath of the storm.

And, here's another way we all can help Lower Manhattan. The holiday season is a time for family and friends, for celebrations, gifts and festive meals. This year, why not support our local merchants and restaurants by shopping and dining right in the neighborhood? With more than eleven hundred retailers and food service establishments below Chambers Street, the choice is yours!

We must keep the momentum that has made Lower Manhattan the place to be for businesses, both long standing and start-ups, residents and visitors. All of us share a vision for Lower Manhattan that far exceeds the temporary setbacks that high winds and high waters may bring.

Whatever is thrown at us, we have prevailed. We are all part of a Lower Manhattan that will be stronger and better than ever, not just during the winter months but for decades – and centuries – to come.

Elizabeth H. Berger



Residents and friends of Battery Park City organized a collection/donation for the Staten Island relief effort after Sandy. Donations included clothing, blankets, cleaning and household supplies.

The Downtown Alliance supported this effort by providing a van to shuttle people and donations to the Staten Island Ferry.



Scan this 2-D barcode
for information on all things
Lower Manhattan

Downtown Culture Pass

Give the gift of culture this holiday season with the Downtown Culture Pass! Get significant discounted access to more than 12 cultural attractions including museums and tours all within walking distance of each other in Lower Manhattan. For more information or to purchase the pass, please visit www.downtownculturepass.org.

Keeping Our Streets Clean

With the introduction of five innovative BigBelly solar compacting stations and one Renew recycling unit in the district, Lower Manhattan's 57,000 residents, 310,000 workers and 10 million annual tourists now have a new way to dispose of their trash and paper. Able to hold five times more than regular receptacles, BigBelly Solar Stations provide on-site trash compaction driven by solar power and are remotely monitored via wireless technology. The Renew recycling unit, at Whitehall Plaza, receives recyclable paper and magazines and doubles as a communication pod.

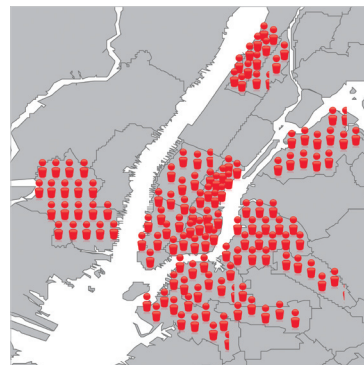
Keeping Lower Manhattan Green

The Downtown Alliance held its annual Green Around Lower Manhattan events this fall. Hundreds of volunteers made their way down to Lower Manhattan to adopt 4,000 red geraniums and plant 4,000 tulip bulbs in Bowling Green Park in October. See pictures from these events on the Downtown Alliance's Flickr page at www.flickr.com/photos/downtownny.

Downtown Deals

Enjoy lots of great holiday savings with Downtown Deals and shop for everyone on your list in Lower Manhattan! View deals at www.downtownny.com/downtown-deals.

THE BRAIN GAIN



The Downtown Alliance has compiled an original research report, The Brain Gain, revealing dramatic population growth among high-value professionals living within a 30-minute commute of Lower Manhattan.

"These profound demographic changes show that high-value knowledge workers are opting out of the suburban lifestyle, instead flocking to communities

in Manhattan, Brooklyn, and New Jersey's Hudson River waterfront cities," said Downtown Alliance President Liz Berger. "This demographic shift demonstrates why companies eager to attract the region's best and brightest workers have every reason to set up shops in Lower Manhattan."

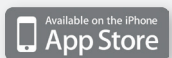
The Brain Gain indicates that there has been substantial population growth surrounding the Lower Manhattan central business district, especially among young, educated people and workers in the professional and creative fields that drive office leasing in New York City. This study reveals that the rest of the major metropolitan region contributed far less to total net growth, and in some cases, actually lost population of these workers.

"We have benefited enormously from our move to Lower Manhattan because the location is increasingly attractive to some of the best young lawyers in the city," said Charles Platt, Partner-in-Charge of Wilmer Cutler Pickering Hale and Dorr LLP's New York office. "Our New York office is young, dynamic and growing, and we truly value the opportunity to more easily tap into this talented workforce."

Lower Manhattan is at the center of a bi-state, multi-modal public transportation network and transports more than 91 million riders annually, a number expected to increase with the opening of the Fulton Center in 2014 and the opening of the World Trade Center Transportation Hub in 2015.

FIND OUT WHAT'S GOING ON IN LOWER MANHATTAN

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- 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.
- Download our iPhone app from the iTunes App Store



spotlight ON BUSINESS

BAKED BY MELISSA

110 Fulton Street | 212.842.0220
www.bakedbymelissa.com



Teeny-tiny is in. As long as Melissa lets you buy four to five of these miniature cupcakes at a time, all will be well. Baked By Melissa provides treats of a bite-sized nature.

The cupcakes come in a wide variety of flavors, including a flavor of the month. Flavors include the chocolate chip pancake, red velvet and cookies and cream. Choose a flavor from the store or you can create your own flavor for orders of 300 minis or more.

GRK FRESH GREEK

111 Fulton Street | 212.385.2010
www.grkfresh.com



From the people who brought us drama and democracy comes GRK, Lower Manhattan's newest Greek restaurant. The eatery offers a fresh take on classic Greek dishes and ingredients, such as roasted meats, pitas, tzatziki and veggies. The shop isn't stingy with its servings and also offers frozen yogurt, which you could eat as your entrée or to top your meal off as dessert. Chicken, beef, pork and lamb "yeeros" are available as well as sides, such as the Aegean slaw, rice or fries. Both the lentil and the Greek salad come recommended.

MANHATTAN PROPER

6 Murray Street | 212.559.4445
www.manhattanproper.com



This venue, with its black and white décor, multiple flat-screens and a menu that goes beyond typical pub fare, is serving an upscale version of the restaurant/bar to the folks around Murray Street. Executive Chef Rachon Banks has created a menu that mixes cultures and cuisines. Start with a salad, or try an appetizer, such as the chicken wings, the bacon-wrapped dates or Andouille sausage sliders with rosemary creole mustard. A variety of sandwiches, desserts, draft beers, wines and seasonal cocktails are also available.

55 FULTON MARKET

55 Fulton Street | 646.581.9260
www.keyfood.com



A formerly vacant storefront is now one of the busiest stretches of sidewalk on Lower Manhattan's east side.

Key Food's 55 Fulton Market threw wide open its doors to a lot of eager shoppers and celebrated its grand opening recently with specials and free treats.

The 24-hour market—located in the Southbridge Towers and replacing the old Key Food a block away—is more of a gourmet food shop with restaurant touches and outdoor seating that also carries basic supermarket staples. The market offers a coffee bar, specialty cheese counter, deli, hot bar and salad bar, and other grab-and-go offerings catering to the lunch crowd.

spotlight ON BUSINESS

FELICE

15 Gold Street | 212.785.5950
www.felicenyc.com



Felice is bringing a vibrant new brand of Italian to the Lower Manhattan dining scene. In the space previously occupied by The Libertine, Felice is introducing the community to classics such as a spinach ravioli with ricotta and sage butter and a Bolognese with veal ragu. Don't forget to check out the upstairs wine lounge La Soffitta, where more than 100 bottles are available plus 16 regular and four sparkling wines by the glass. The focus is on owner Jacopo Giustiniani's estate in Lucca, however, other varietals are available.



TRINITY PLACE DEPARTMENT STORE

61 Broadway | 917.300.1184
www.trinityplaces.com

This beautiful new department store, which feels more like a charming European boutique, is a fresh country breeze in a city known for its humidity.

The style is vintage romantic with a modern twist. Expect soft lace accents and retro patterns side-by-side with more modern pieces. An assortment of leather shoes and handbags are also available. The store currently occupies the ground floor of the building and will soon expand to the second and third floors.

This retail location is a first for the company, which previously was internet based. New locations will be launching in London, Paris and Milan next year.



THE EXCHANGE AT THE SETAI

40 Broad Street | 212.809.3993
www.exchangeatwallstreet.com



Prepare for the luxurious and yet serene surroundings, along with a great new menu.

The Exchange at The Setai, which follows predecessor SHO Shaun Hergatt, is bringing San Francisco-based contemporary American cuisine to Lower Manhattan. Executive Chef Josh Capone is using ingredients that are both locally sourced and seasonal. The menu now features both a la carte and prix fixe options for lunch and dinner. The three-course prix fixe menus are now priced at \$28 for lunch and \$42 for dinner.

MAST BROTHERS

215 Water Street | 212.766.2266
www.mastbrothers.com

The chocolate bars the Mast Brothers make are packaged in paper so artful they look almost too pretty to open. But someone's got to eat these craft bars of delectable goodness and many visitors to this shop will be happy to do just that. The chocolatiers recently opened their first shop in Lower Manhattan in a lovely space owned by the South Street Seaport Museum. The front portion of the shop is reserved for selling chocolates. They hope to convert the back into a kitchen so they can bake on site. The space also makes a great location for a private party or event. Contact Derek Herbster at herbster@mastbrothers.com for more information on hosting your party at Mast Brothers.



Credit: Puckett-Irby

upcoming EVENT HIGHLIGHTS

DOWNTOWN ALLIANCE PRESENTS



MULCHFEST/ E-WASTE RECYCLING

Don't chuck that holiday tree to the curb! Give your tree a new life at the Downtown Alliance's Annual MulchFest and Electronic Waste Recycling Event at the south end of Bowling Green Park on Saturday, January 12. MulchFest will run from 10 AM to 2 PM, and E-Waste from 10 AM to 4 PM.

Lower Manhattan residents can drop off holiday trees to be turned into environmentally friendly mulch (and will be able to take home mulch to use in flower pots and gardens). And, complimentary beverages will be served. To make it even easier, free Downtown Connection shuttle buses will make special MulchFest stops to transport people and their trees to the event.

Special thanks to Con Edison, FIDi Association, Wilmer Cutler Pickering Hale and Dorr LLP, New York City Departments of Sanitation and Parks & Recreation, Manhattan Borough President Scott Stringer, New York City Council Member Margaret Chin, Community Board 1, TekServe, and Whole Foods.



As part of its ninth annual "After the Holidays" series, the Lower East Side Ecology Center also will be on hand, hosting an E-Waste event. People can drop off: working and non-working computers, monitors, printers, scanners, keyboards, mice, cables, televisions, videocassette recorders, DVD players, phones, audio/visual equipment, cell phones and personal digital assistants.

Recycling is free for all residents, small businesses (less than 50 employees), and nonprofit organizations.

For more details or for questions about items that can be accepted, visit www.lesecologycenter.org or call (212) 477-4022.

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Lower East Side
Ecology Center



upcoming EVENT HIGHLIGHTS

HOLIDAY SHOPPING GUIDE



The Downtown Alliance has kicked off the holiday shopping season with the release of its 2013 Lower Manhattan Shopping & Dining Guide! For the second straight year, the Downtown Alliance has combined two separate publications - a shopping guide and a dining guide, - into a convenient, easy to use guide, which features all of Lower Manhattan's restaurants, attractions, bars, retailers, and local organizations. With more than 40,000 copies produced, order a free hard-copy of the Lower Manhattan Shopping & Dining Guide by visiting www.downtownny.com. Don't forget to check your mailbox, as the Downtown Alliance has already distributed many copies to residents and visitors across Lower Manhattan.

BOOK PROGRAM:

A Kosher Christmas: 'Tis the Season to Be Jewish
with author Joshua Eli Plaut



Plaut explores how a wide range of American Jews have created alternative rituals for December 25. Whether they prefer to volunteer at soup kitchens or partake in Chinese food and Woody Allen film festivals, many Jews use this day to celebrate their unique identity.

\$10 general admission
\$7 students/seniors
\$5 members

Museum of Jewish Heritage

36 Battery Place | www.mjhnyc.org/calendar
Wednesday, December 19 | 7:00 PM

meet OUR STAFF



To Read the full interviews visit
blog.downtowntownny.com.



KELLY RUSH

You may have seen Kelly Rush running around the district often, peeking into and snapping photos of restaurants and shops that haven't opened up yet. She's the woman on the street for the Downtown Alliance, the person behind getting the latest data that helps us publish a comprehensive Lower Manhattan Shopping & Dining Guide and supplies you with the latest information through our mobile app.

What was your impression of Lower Manhattan before you arrived?

I thought it was a bit stuffy and that it emptied of most life after 6 P.M. I live in Brooklyn and came to New York for graduate school in Greenwich Village. I spent very little time in this part of the city, so my first impressions were never challenged until I came to work here.

How did that change?

I see food and art and music that I didn't know existed here. I see less of a culture of behemoth corporations that run everything and more a patchwork of small and large interests, diverse companies, and people and residents who make up this community.

How do you spend most days?

I split my time between walking the district and talking with business owners, and working in our office making sure the information I collect is accurate, usable and properly maintained in our database.

What is your favorite place to stop for a snack?

Baquette.

What's the biggest challenge you face while collecting information?

Sometimes people will assume that all of the services the Downtown Alliance provides must come with an extra price tag. I write a blog on new businesses, and I get asked if it will cost extra to be included in this, or people are sometimes wary because they assume I'm selling something.

Why is this information important to collect?

We can't serve our constituencies if we don't know who they are.

What is an undiscovered treasure in Lower Manhattan?

The 180 Maiden Lane Juillard Concert Series. Every week, Juillard students or graduates of the program play live music in the lobby of the building. The performances are often stunning, always interesting, free and worth your time.

You are on the front lines, and see openings and closings. What's a big misimpression people have about Lower Manhattan?

That it's hard to find clothing stores and/or restaurants that are good. I've just spent the last couple months working on a shopping and dining guide that has about 1,200 listings, so I know that's not true.

Q&A WITH GARY BAGLEY, EXECUTIVE DIRECTOR, NEW YORK CARES

New York Cares, the city's largest volunteer organization, recently moved its main offices to Broadway in Lower Manhattan. Why did you move?

There has been a greater demand for our services and that means that more volunteers require orientation and more community partners seek training on how to work with volunteers. We needed a space more conducive to meeting those demands.

What attracted your organization to Lower Manhattan?

Lower Manhattan provides a flexible and accessible location from which we can easily mobilize volunteers, program managers, and resources throughout the five boroughs.

The Downtown Alliance is always thrilled when people volunteer at our events. What's your philosophy about volunteerism?

Volunteering is more than something nice to do. It is necessary for the well-being of our city. Volunteers bridge the gaps between what is and what should be. Beyond that, making a difference is something everyone can do.

You run the annual New York Cares Coat Drive, and this year's runs until December 31. How many coats do you collect each year?

Last year, we collected 77,000 coats, and, in the 24 years we've been doing the Coat Drive, we've collected over 1.4 million. Despite these numbers, we still are not able to meet all the requests for coats we get each year, so make sure to donate this year at any New York City Police precinct, Penn Station, Grand Central, or any of our many drop-off locations around the city.

In this economy, are you finding more donations or fewer and why?

Although New York Cares is far from immune to the many challenges posed by the current economic climate, we are confident about our fundraising goals and ever-grateful for the financial generosity of our corporate, foundation and individual donors without which our work simply would not be possible.

What has been your experience in Lower Manhattan so far?

Downtown has provided a fantastic hub for our operations and volunteers, a lively atmosphere, and spectacular views. We love the new environment.



GARY BAGLEY

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LEGEND

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