

DESTINATION DOWNTOWN

Winter 2010

Hive at 55 Debuts
New York Yankees Tickertape Parade
Q&A with Pace University President



FROM THE PRESIDENT

dear neighbor:



The great thing about
the start of a new year
is the sense of possibility.

It's a time to break with old routines and try something new, like taking a course or getting out and enjoying the many attractions Downtown has to offer.

For residents of Lower Manhattan who work at home, the Downtown Alliance is pleased to announce the opening of the Hive at 55, a place where freelancers and entrepreneurs can work independently, but together, a day or a month at a time. Located at 55 Broad Street, the Hive offers workspace with WiFi, conference rooms and facilities for printing, copying and faxing.

It's a good place to network with other smart, creative people, and an affordable alternative to working in a cramped apartment or coffee shop. We're confident it will help sustain Downtown as a lively, round-the-clock neighborhood where writers, small-business owners and others can thrive.

Another Downtown institution that specializes in new possibilities is Pace University. President Stephen J. Friedman is featured in this issue. Pace has an extensive adult education program (in addition to its degree-granting programs) and will offer classes at the Hive.

Hungry? Ready to shop? For Downtowners who simply want to enjoy the neighborhood more, we've updated our Downtown Dining and Downtown Retail guides. Available in January, they describe Lower Manhattan's growing array of dining options, shopping opportunities and services — more than 1,500 in all. Our eclectic mix of stores offers something for every budget, and our dining choices — weekdays, weeknights and weekends, too — rank among the city's best.

Don't forget the new ice-skating rink in Battery Park City. And mark January 9 on your calendar for Mulch Mania. Bring your holiday greenery — trees, wreaths and the rest — to Bowling Green Park, and let us turn it into mulch. A Downtown Connection bus will take you and your greenery there for free.

We're looking forward to a great year for Downtown, so don't let the winter weather stop you: Get out and enjoy it!

A handwritten signature in black ink, reading "Elizabeth H. Berger". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Elizabeth H. Berger

DOWNTOWN MOVING FORWARD

- Looking for ways to fight cabin fever during the long winter months? Check out our updated Downtown Dining and Downtown Retail guides. They'll get you up to speed quickly on Lower Manhattan's ever-expanding list of restaurants, shops and services. From barbers to bookstores, pet shops to pizzerias, landmarks to locksmiths, Downtown has it all. Guides will be distributed beginning in January. And, they will also be available online at DowntownNY.com/maps-guides.
- You can chase away the winter blahs by gliding around Battery Park City on Ice, the city's newest ice-skating rink. Located on North End Avenue between Warren and Murray Streets — and the size of a regulation National Hockey League rink — it also features a nine-foot-wide skating path. Visit batteryparkcityice.com for details.
- Well done, Yanks! The Downtown Alliance will commemorate the 2009 New York Yankees' World Series win and ticker-tape parade by embedding a black granite sidewalk strip on Broadway in the Canyon of Heroes. November's celebration was the 206th ticker-tape parade for the city and the sixth for the Yankees. The marker will be installed around the team's 2010 season opening day.
- Did you miss the Zuccotti Park exhibit presenting our vision for the future of Greenwich South, a 23-block area located south of the World Trade Center? You can see it online at DowntownNY.com/greenwichsouth.

The Downtown Alliance is going green, and you can too. Even though we print Destination Downtown on recycled paper, there's more we can do. Help us reduce our carbon footprint by e-mailing your full name to Green@DowntownNY.com to unsubscribe from the Destination Downtown printed newsletter. We'll keep you in the loop by sending you our bi-monthly e-newsletter, The Download, and you can always read a digital version of Destination Downtown at DowntownNY.com/newsletter.

DOWNTOWN
thriving now

Hive at 55 (55 Broad Street)

WHAT'S UP DOWNTOWN

A HOLIDAY IDEA THAT'S GOOD YEAR-ROUND

With more than 1,500 shops and restaurants within one square mile, Downtown is always at its best during the holidays. There's so much to enjoy. In the season just ended, there was the New York Stock Exchange Tree Lighting, South Street Seaport Chorus Tree and Handel's Messiah at Trinity Church, among many other events.

To help busy holiday shoppers, the Downtown Alliance put together a series of suggested one-hour shopping excursions designed for every taste and budget. Savvy shoppers can also use these itineraries the rest of the year:

- **Wall Street Luxury:** From Tiffany at 37 Wall St. to Thomas Pink and La Maison du Chocolat, both at 63 Wall St., to Tumi and BMW at 67 Wall St., and Hermés at 15 Broad St.

- **By-the-Bull around Bowling Green Park:** From Daffy's at 50 Broadway, to Christopher Norman Chocolates at 60 New St., World of Golf at 74 Broad St., and California Wine Merchants at 15 Bridge St.

- **Front Street Finds:** From boutiques like AKO Store and Design Studio at 207a Front St., to Firefly Children's Boutique at 224 Front St., Provisions at 150 Beekman St., and Coach at 193 Front St.



- **Extraordinary Value:** From J&R Music and Computer World at 23 Park Row, to Century 21 at 22 Cortlandt St., Samuel's Hats at 72 Nassau St., The Bag Shoppe at 63 Nassau St., and Men's Wearhouse at 115 Broadway.
- **Connection Convenience along the Downtown Connection's expanded northern bus route:** Babesta at 66 West Broadway, Mysterious Bookshop at 58 Warren St., Korin at 57 Warren St., and Bed, Bath & Beyond and Whole Foods, both at 270 Greenwich St.

WORKING AT HOME NOT WORKING? TRY THE HIVE AT 55

The benefits of working from home are no secret. It's cost-effective and convenient. But sometimes working at home doesn't work out. It can be confining, distracting and solitary. This is especially true if you're starting a business or working as a freelancer. While you may not need a pricey, full-time office, you might want to be around other people occasionally — to toss around ideas, compare notes or share a cup of coffee.

Now you can have it both ways.

The Downtown Alliance has opened the Hive at 55, a place where freelancers, entrepreneurs, small startup companies, telecommuters and others can work at an affordable rate for a day or a month at a time. If you live Downtown or have business here, the Hive — located at 55 Broad Street — is especially convenient with easy transportation access, and is close to clients, stores, restaurants and other amenities.



The Hive features workspace with lots of natural light, accommodating more than 40 people in the open seating area, along with three private workrooms. It has WiFi, conference rooms, fax, printer, copier, bike storage — and free coffee to fuel your creativity.

It's a great place to write an article, prepare a pitch, edit a proposal, or host a business meeting, workshop, class, networking event, or meetup.

For more information, call the Hive at 55 at 646.556.6805, check out the Web site at hiveat55.com, e-mail hiveat55@DowntownNY.com, follow on Twitter @Hiveat55, or become a fan of the Facebook page.



hive at 55

The Hive at 55 is sponsored by the Alliance for Downtown New York, New York City Economic Development Corporation, and 55 Broad. Additional support is provided by Harry's Italian, J&R Music and Computer World, Mancini Duffy, Pace University, and Sky-Packets.

SPOTLIGHT ON BUSINESS



1 BOOMERANG TOYS

2 World Financial Center (225 Vesey St.)
212.786.3011
boomerangtoys.com

Karin Barwick lived in Lower Manhattan in 1990 with two toddlers and no toy stores nearby. So she opened one in the neighborhood.

Boomerang Toys sells timeless favorites like Playmobil figures and Sesame Street puppets, as well as MTA model subway trains, to name a few. “I only stock and sell items I personally feel good about,” Barwick says. “When you leave, I want you to walk away with something fun and educational.”



2 SWICH

83 Maiden Ln.
212.809.9800
swichpressed.com

Swich is a pressed sandwich shop that’s motivated by one basic idea: give the world a simple, happy place to eat a simple, happy sandwich. Their menu includes mouth-watering sandwiches with funky names like buffalo hot pants and hippie chick. Check out their Maiden Lane location, or order online for “very free delivery.”



3 OMEGA JEWELERS

132 Nassau St.
212.766.2400

If you’re looking for a jeweler to develop a one-on-one friendly rapport with, then you must give owner Rafael Pinkhasov at Omega a try. This new store has a nice selection of watches, earrings, rings, and necklaces — and a good vibe. Omega is a one stop for all of your jewelry needs. So says the slogan on their business card.

VINTRY WINE & WHISKEY

57 Stone St.
212.480.9800

On a recent evening at Vintry — a new wine, whiskey and small plates bar and restaurant on Stone Street — servers swooped in along the bar to pour wine (80 selections are available by the glass) and make robust Manhattans.

It was standing room only. But those without chairs proved it is possible to eat smoked salmon and crème fraîche knishes, shrimp and chorizo skewers, and lamb spare ribs — standing up.

“It’s going to be a real hot spot Downtown,” said proprietor Peter Poulakakos of his latest neighborhood venture. From the look of things, it already is.

4



JOSEPH CIONE & CO.

1 World Financial Center (200 Vesey St.)
212.757.2561
josephcione.com

Joseph Cione Sr. pulled his son aside in 1989 to deliver the news that it was time for him to go out on his own. “Sink or swim,” he told Joe Jr. Thus, this unisex hair salon was born — offering a full complement of services including waxing, massages, electrolysis, and manicures.

“We love Downtown,” Cione says. “This is the place to be.”

5



WARREN 77

77 Warren St.
212.227.8994
warren77nyc.com

This hockey season, check out Warren 77 — a local pub and vintage sports bar. It’s a neighborhood favorite showcasing everything cool about New York sports history. It’s the kind of place to shed your coat, plunk down at the large oak bar or on one of the tufted banquettes near the open front windows and enjoy a few beers, some oysters and a bowl of baked mac and cheese.

6



MEET OUR STAFF

SYLVIA ALBERT

Sylvia Albert isn't just one of the Downtown Alliance's finest. She's also a college student and mother of two.

"It's truly inspirational to see her juggle so many things," said Ron Wolfgang, Director of Public Safety. "She sets a great example for her colleagues."

Albert, 27, grew up in East New York, Brooklyn. After earning a G.E.D., she began work at the Downtown Alliance in 2003. Now, she's a veteran supervisor on the 63-person public safety team. She offers directions to tourists (her favorite part of the job), connects the homeless with social service assistance, and patrols for unlawful vending.



While she does all that, she's a Liberal Arts student at Borough of Manhattan Community College and hopes to pursue a career in social work. The schedule is hectic — throw in taking care of two elementary schoolers — so she appreciates the consistent support provided by her colleagues.

"The Downtown Alliance really motivates us to make something of ourselves," Albert said, "and many of us here are taking advantage of the generous tuition assistance program."

And though she doesn't wear her red coat and Downtown Alliance cap to class, her time on Lower Manhattan streets has become a part of who she is.

"The Downtown Alliance is a nurturing place," she said. "It's like a family."

UPCOMING EVENT HIGHLIGHTS

MULCH MANIA RETURNS

January 9 / 10am to 2pm
Bowling Green Park

Turn your holiday trees and wreaths into environmentally-friendly mulch. And, take some home to use in flower pots or a garden. The Downtown Connection bus will take you and your greenery to Mulch Mania — for free! For more details visit DowntownNY.com.

Presented by the Downtown Alliance, Mulch Mania is held in conjunction with the New York City Mulch Fest holiday tree removal program.



Special thanks to Glenwood Management, New York City Department of Sanitation, New York City Parks Department, and Office of Manhattan Borough President Scott Stringer for their support.

MUSICAL TALES AND ADVENTURES

January 16 / 7pm / World Financial Center Winter Garden

The Knickerbocker Chamber Orchestra will present the world premiere of "...And Bold to Fall Withal — The Voyage of Henry Hudson" by Gary S. Fagin. This free concert will also include "Peter and the Wolf," narrated by best-selling author Neil Gaiman. For more information visit knickerbocker-orchestra.org.

NOW BOARDING, FLIGHT 18

March 7 - April 2 / Time TBD
South Street Seaport

@SEAPORT! — the South Street Seaport cultural space at 210 Front Street — will present Flight 18 for five consecutive weeks on March 4-7, March 11-14, March 18-21, March 25-28 and April 1-2. Flight 18 is a progressive, free-form entertainment experience that will take you on a voyage into undiscovered territory. For more information visit flight18.net or Imcc.net.



Q&A WITH STEPHEN J. FRIEDMAN

We talked recently with Stephen J. Friedman, President of Pace University, at the Downtown campus located five blocks north of Wall Street. We spoke about Pace's new courses for adults and their role in the current economy.



Q. What was the motivation behind offering new courses for adults?

A. In today's workplace, everyone has to run faster to stay in the same place. Pace does more than pay lip service to the fact that learning is now a lifelong endeavor. We position the University as a center of learning that provides the most current knowledge and skills to people at all stages of their careers and lives.

Q. You're talking about basic courses?

A. Not at all. At Pace it's OK to admit you're a beginner, but the range goes up to very advanced levels. You can prepare for exams to be a CPA or a human resources manager, or learn to create new applications for your iPhone or Excel in one or two days. You can learn project management or how to start your own online business, or dig into nonprofit law or fundraising. You can study for credit or not. We offer supportive programs for attorneys and accountants who are looking to reenter the workplace.

Q. Any celebrity professors?

A. Your instructor may be a noted CEO, author, diplomat, architect, Web designer or fashion designer, or someone you never heard of. What's important is that our instructors are all real-world practitioners who love to teach and who enjoy sharing their passion and excellence.

Q. How does being Downtown influence the experience?

A. Geographically, Downtown is about the size of a college town. You can walk to class from almost anywhere you live or work, and dozens of bus and subway routes link us to the rest of the city. Another convenience is that all or parts of some courses take place 24/7 online and courses are offered from morning through the evening. And our graduates' careers show that Downtown is a networker's paradise.

LEGEND

- Subway
- Ferry and Water Taxi
- PATH
- Parking
- Visitor Information

SPOTLIGHT ON BUSINESS

- 1 Boomerang Toys
- 2 Switch
- 3 Omega Jewelers
- 4 Vintry Wine & Whiskey
- 5 Joseph Cione & Co.
- 6 Warren 77



LOOK AROUND DOWNTOWN

PHOTO CONTEST

Congratulations to K. Michael Ferranti, winner of our Fall 2009 Photo Contest. For his entry, *Street Lamps and Whitehall*, Mr. Ferranti will receive a \$25 gift card from Provisions on Beekman.



Want to get in on the action?

Submit a photograph of your favorite Downtown spot and a brief description of where it was taken to Photo_Contest@DowntownNY.com.

You could win a \$250 gift card from Joseph Cione Salon (**wow!**), and your winning photo may be featured in the Spring/Summer 2010 newsletter.

Photos must be 300 dpi 3" x 3" or larger. ONLY .jpg, .tiff and .pdf files will be accepted.

Grab your camera and start snapping! The entry deadline is February 15.

ACKNOWLEDGEMENTS

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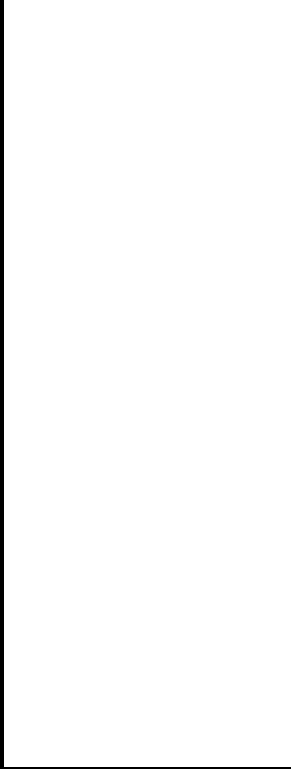
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DowntownNY.com

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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