



Hudson Yards  
Hell's Kitchen Alliance  
2021 Annual Report



# YOUR BUSINESS IMPROVEMENT DISTRICT

Hudson Yards Hell's Kitchen Alliance  
412 W 42nd St., 3rd Floor  
New York, NY 10036

T 212.239.1619  
E [info@hyhkalliance.org](mailto:info@hyhkalliance.org)



[www.hyhkalliance.org](http://www.hyhkalliance.org)





KEVIN P. SINGLETON

# LETTER FROM THE CHAIR

Allow me to send warm greetings to everyone.

It is an honor to address you all again in our Seventh Annual Report. Over the last year, families and communities have experienced losses and heartaches beyond measure. We must cherish opportunities to fellowship with our colleagues as friends as we help to revitalize New York City as it moves forward.

The Hudson Yards Hell's Kitchen Alliance, our local Business Improvement District, is here to provide the ancillary support that our neighborhood needs as it moves forward.

The Hudson Yards Hell's Kitchen community has undergone significant changes such as new, cutting-edge buildings rising around us, Bella Abzug Park as it comes to full completion with Block 4 in 2021 and Blocks 5 and 6 in our future, and the Alliance spearheading state-of-the-art programming while taking an increasingly prominent role in the city.

We, of course, continue to keep the streets clean and safe, and we continue to plant and maintain over 365 tree beds and 150 planters. And we continue to operate, maintain, and program the Bella Abzug Park. But we have also expanded programs by working with local businesses on the NYC DOT open restaurant program and on storefront beautification for our diverse, dynamic, ever-developing community.

The Alliance has taken a leadership role on public issues by continually working with governmental agencies and advocacy organizations. We've worked extensively to advocate for better street vending and open dining and retail policies with City officials. We've worked with the

local community board, Department of City Planning, and the pertinent developers on zoning changes.

Most importantly, we've continued to work with community groups and the local residential communities in Hudson Yards and Hell's Kitchen. I along with Alliance staff participate weekly in the Hell's Kitchen Neighborhood Coalition where we've worked on homelessness issues with city officials and agencies and with some success.

I pledge to you that we will continue to meet each of the unique challenges ahead of us with compassion and innovative approaches in our part of this great City.

Sincerely,

Kevin P. Singleton, Chair



**ROBERT J. BENFATTO**

# LETTER FROM THE PRESIDENT

Dear Friends,

Over the last year and a half, we did not walk away from COVID-19's assault and the incalculable challenges created during the pandemic. We utilized the skills and creativity that allowed us from the beginning to develop a BID to reimagine our streetscapes, help our businesses and residents, and maintain and grow our open public spaces.

We began Fiscal Year 2021 on July 1, 2020 excited about the continued implementation of our streetscape improvement projects that continue to transform the BID and our planned public arts and public space projects that continue to strengthen the diverse and dynamic community in Hudson Yards and Hell's Kitchen.

We are pleased to present you with our 2020 annual report where you will read about all the progress we have made in the continued transformation of the BID and how we handled this historic crisis by responding to the needs of our district in real-time.

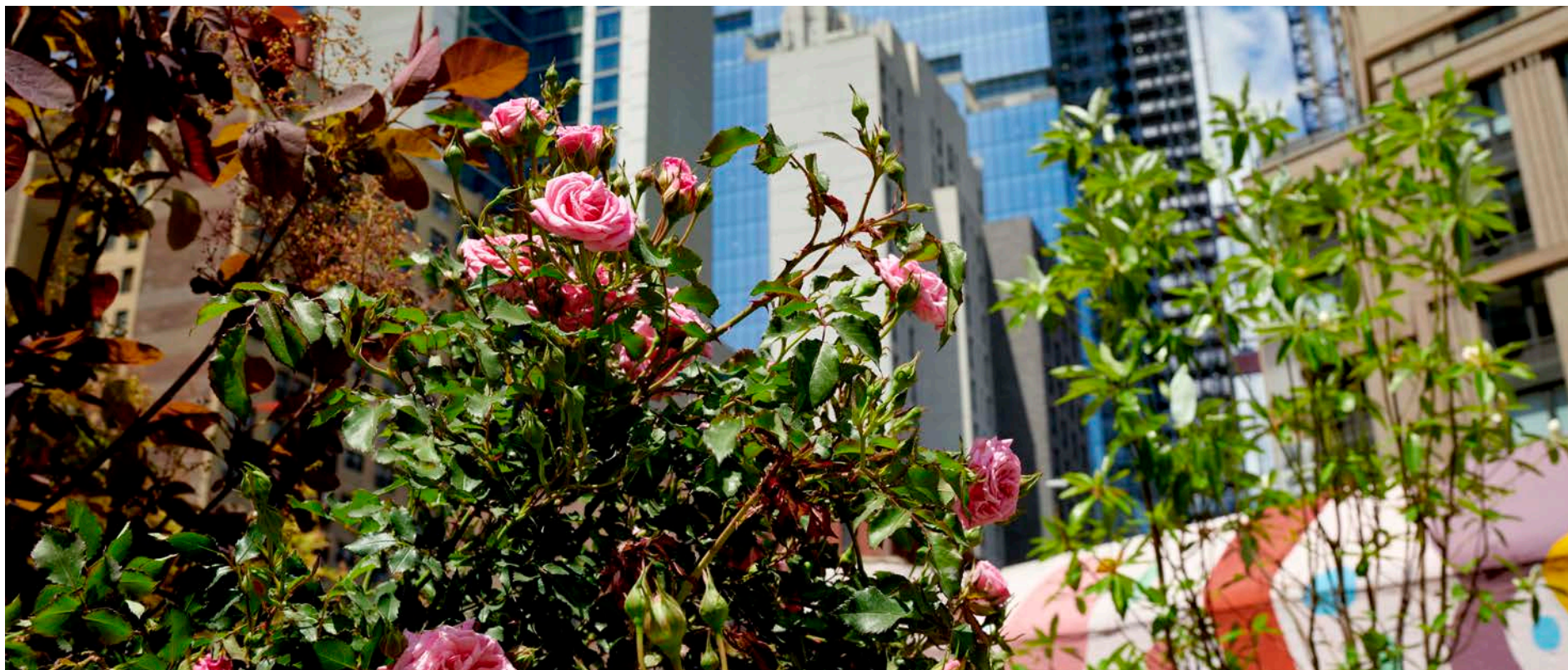
We believe we've been able to maintain a steady hand because of the immense amount of research we developed in 2015 and released in 2017 with our Streetscape Improvement Plan. I'd like to thank our board and community members for their years of diligent work which has allowed us to function responsibly today and which continues to guide us into the future. It is often a slow and steady process and certainly recent times have made our job harder but we will continue on better than before and we thank everyone for their support.

Thank you,

A handwritten signature in black ink that reads "Robert J. Benfatto, Jr." with a stylized flourish at the end.

Robert J. Benfatto





# ABOUT HUDSON YARDS HELL'S KITCHEN ALLIANCE

The Hudson Yards Hell's Kitchen Alliance (HYHK) is a not-for-profit organization dedicated to enhancing the quality of life of the diverse population who lives, works and visits within the district located on the Far West Side of Manhattan. Launched in January 2015, the HYHK Business Improvement District (BID) covers an area broadly bounded by West 42nd Street to the north, Eleventh Avenue to the west, West 30th Street to the south and Ninth Avenue to the east. The BID's work focus on supplemental sanitation services, streetscape and pedestrian safety improvements, neighborhood horticulture and beautification projects, and technical and professional services for small businesses.

HYHK is also the NYC Department of Parks and Recreation official maintenance and operations partner for Bella Abzug Park.

HYHK is proud to support the established and emerging mixed-use neighborhood by providing the district with supplemental services, and maintaining and programming Bella Abzug Park.

HYHK is funded primarily through the payment of an annual assessment on commercial property, with an annual budget of \$2.78 million. The NYC Department of Finance disburses these funds to HYHK through a contract with the Department of Small Business Services. In part, we measure the returns on this investment by the success of our businesses and the comfort and pride our workers and residents take in this thriving community.

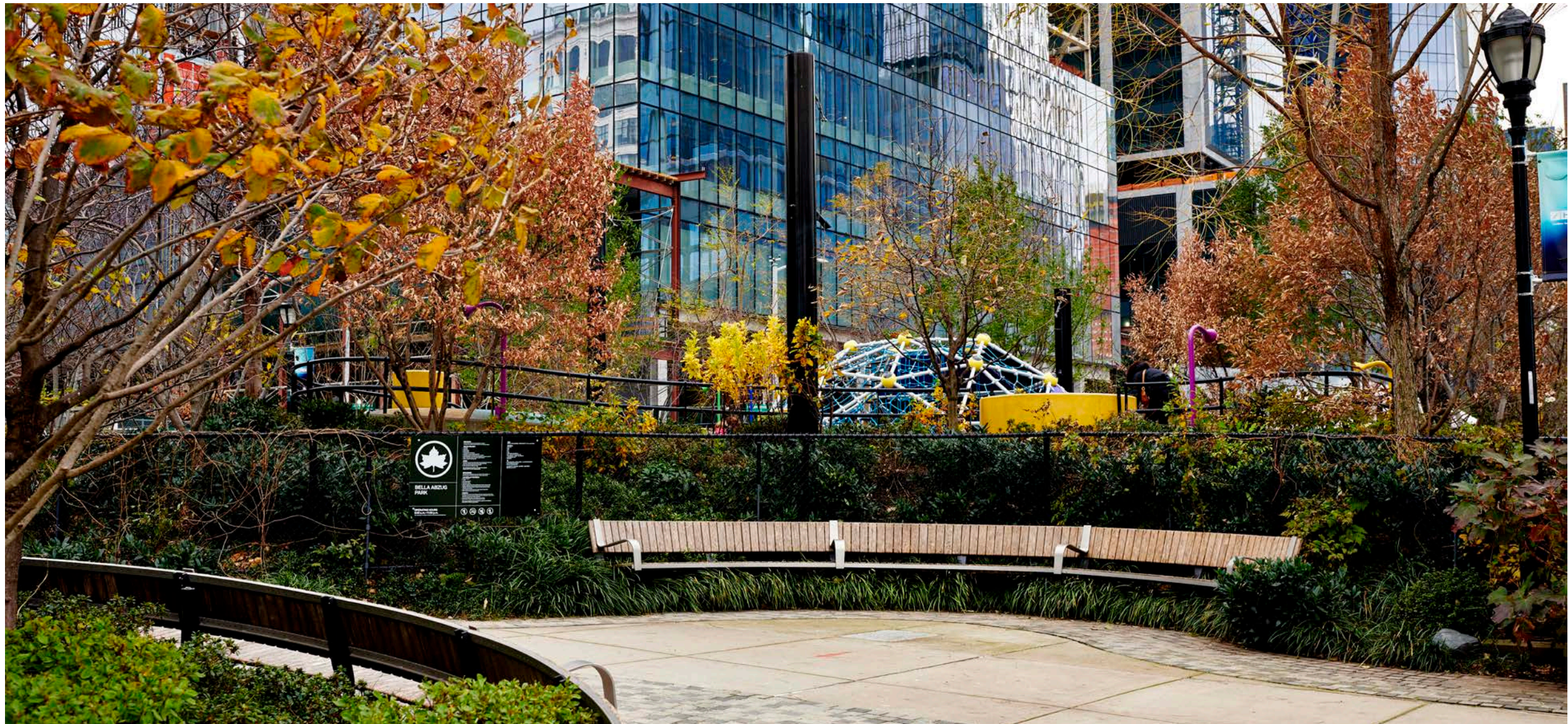
# BELLA ABZUG PARK

In 2019 the park was officially named by NYC Department of Parks and Recreation, in honor of the late Bella Abzug. The park extends from 33rd Street to 36th Street in between 10th and 11th Avenues, alongside newly created streets known as Hudson Boulevard East and Hudson Boulevard West, in what is called the heart of Hudson Yards.

The extension of the No. 7 subway line runs west from Times Square and turns south along Eleventh Avenue to new terminal stations in Bella Abzug Park at Hudson Boulevard East and West 34th and 35th Street. It is adjacent to the Eastern Rail Yards, the site of high density commercial development. The station opened in 2015, coterminously with the park.

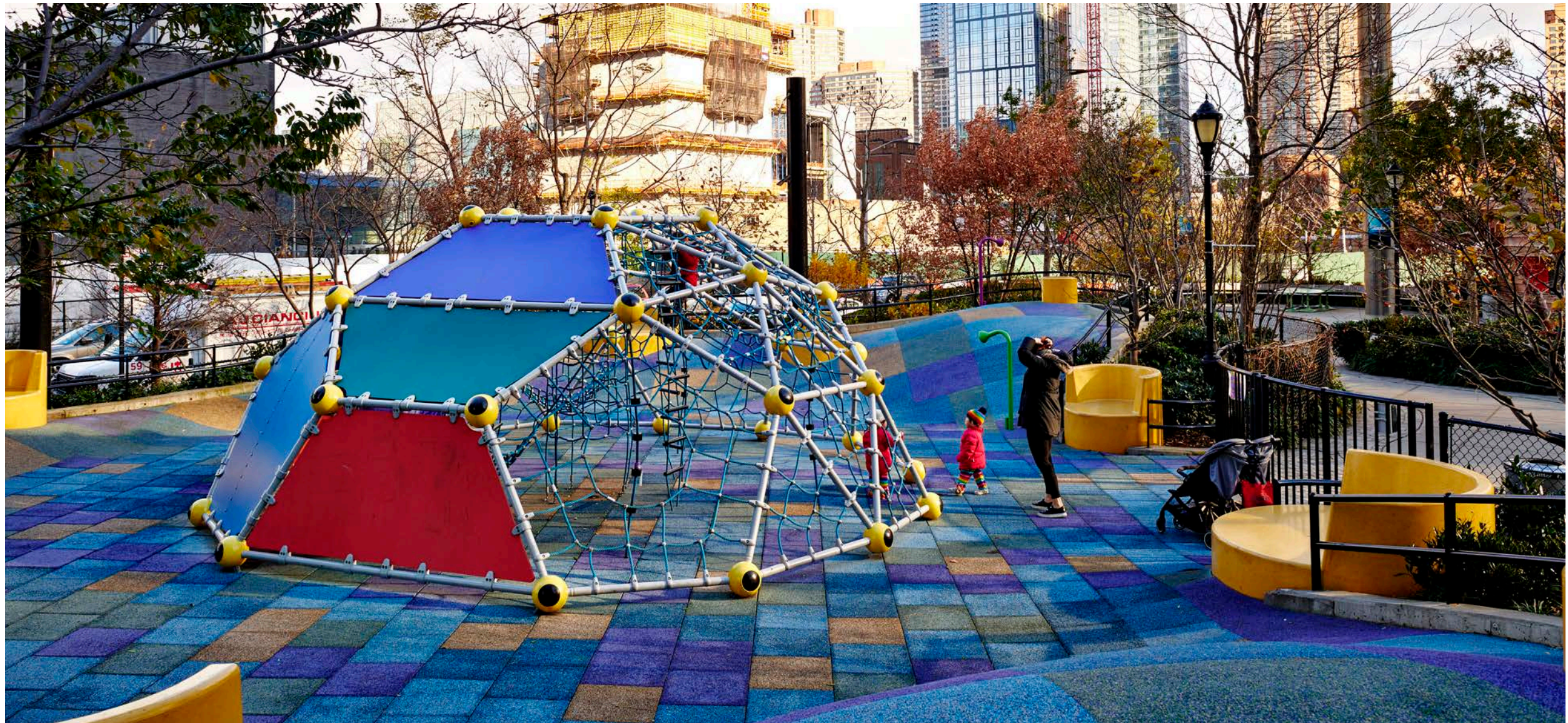
HYHK maintains, operates, and programs the park. Throughout the year, HYHK hosts fitness/wellness series, kids entertainment, pop up food, and cultural programming.













King Nyani, Gillie and Marc



# PROGRAMMING AND EVENTS

## WELLNESS PROGRAMMING

*Spring/Summer 2021*

This year wellness programming returned to the park. It featured four weekly yoga classes, and some meditation.

## VINYL NIGHTS

*August-September 2021*

In partnership with Mobile Mondays! HYHK hosted “Vinyl Nights.” An open, free dance party for all ages where DJs played classic hits from the 70s to the 90s including hip hop, rock, funk, disco and more. It was a celebration of “Everything New York”, as we welcomed the public back into public spaces.

## SUMMER FLING ART MARKET

*September 2021*

A collaboration with an arts organization called Colored Colors, the Summer Fling Market was alive with local artisans, vendors and live performances.

## ARMORY SHOW OFF-SITE

*September 2021*

This unique partnership between The Armory Show, its exhibiting galleries, and city organizations like HYHK brought *Untitled (AFH Installation)* (2019), presented by TAFETA Gallery (London), to Block 2. A collaborative project between New York-based artist David Cavaliero and Houston-based artist Niyi Olagunj, this interactive installation will invite the public to self-identify and then question their place in the global commercial ecosystem.

## BIG APPLE

*October 2021*

Together with designer Félix Marzell, of the Canada based studio World of Marzell, HYHK worked to commission Big Apple, an interactive sculpture to Bella Abzug for a duration of 11 months. Guests are invited alone, with a friend, or with a small family to share good times and create new stories together. Big Apple was made possible a partnership with NYC Parks, funding from the Québec Government Office in New York, and sponsorship from local stakeholder Amazon NYC.

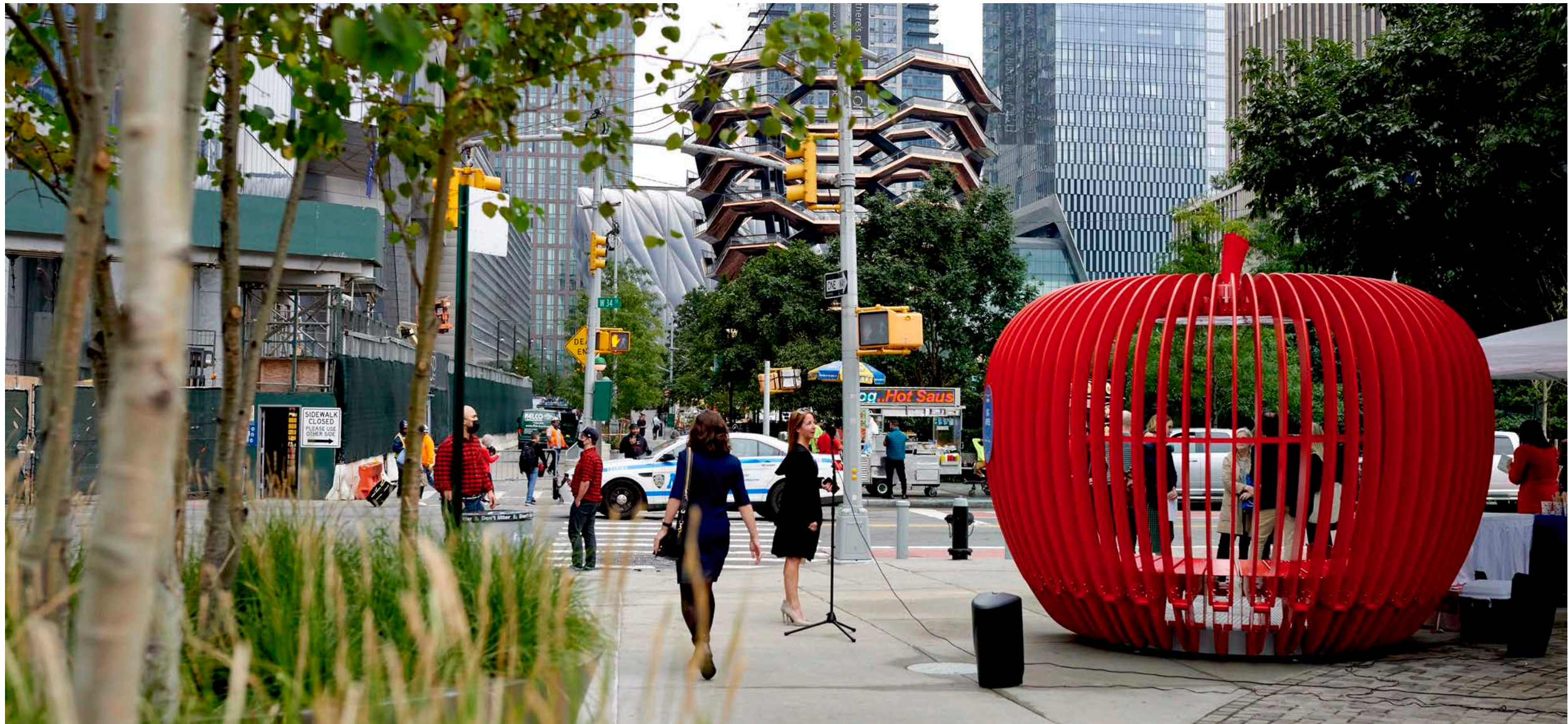
## LOOKING AHEAD

1. We anticipate the opening of Block 4 of Bella Abzug Park in 2021. Blocks 5 and 6 are expected in 2023.
2. Launch food concessions throughout the park with Paradis To Go as the operator.
3. Expand on programming, including increased art and cultural exhibitions, and sponsorships.
4. Install district planters with native pollinator plantings to the new bike lanes on 38th and 39th Street.



*Untitled (AFH Installation) (2019), David Cavaliero and Niyi Olagunji, TAFETA Gallery London*

Photo Credit: Casey Kelbaugh



Big Apple, World of Marzell & DIX2



Big Apple, World of Marzell & DIX2



Vinyl Nights



Summer Fling

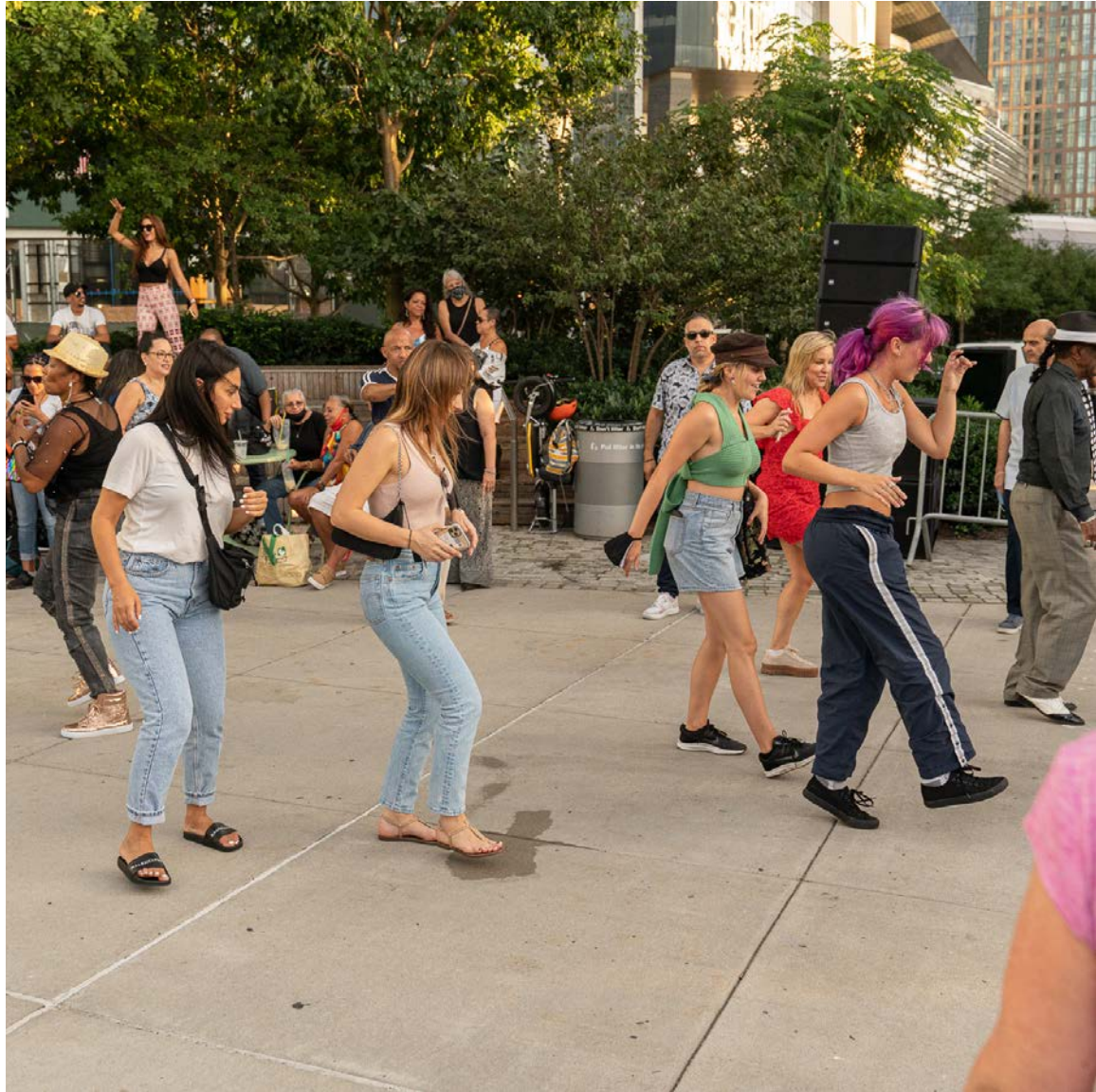


Vinyl Nights



Summer Fling







# PARK MAINTENANCE

*By the Numbers*

Sanitation workers contracted by HYHK: 12

10840  
Hours logged by  
sanitation workers

13600  
Trash bags  
collected

20  
Trash and recycling  
receptacles serviced

10920  
Hours dedicated to  
public safety program



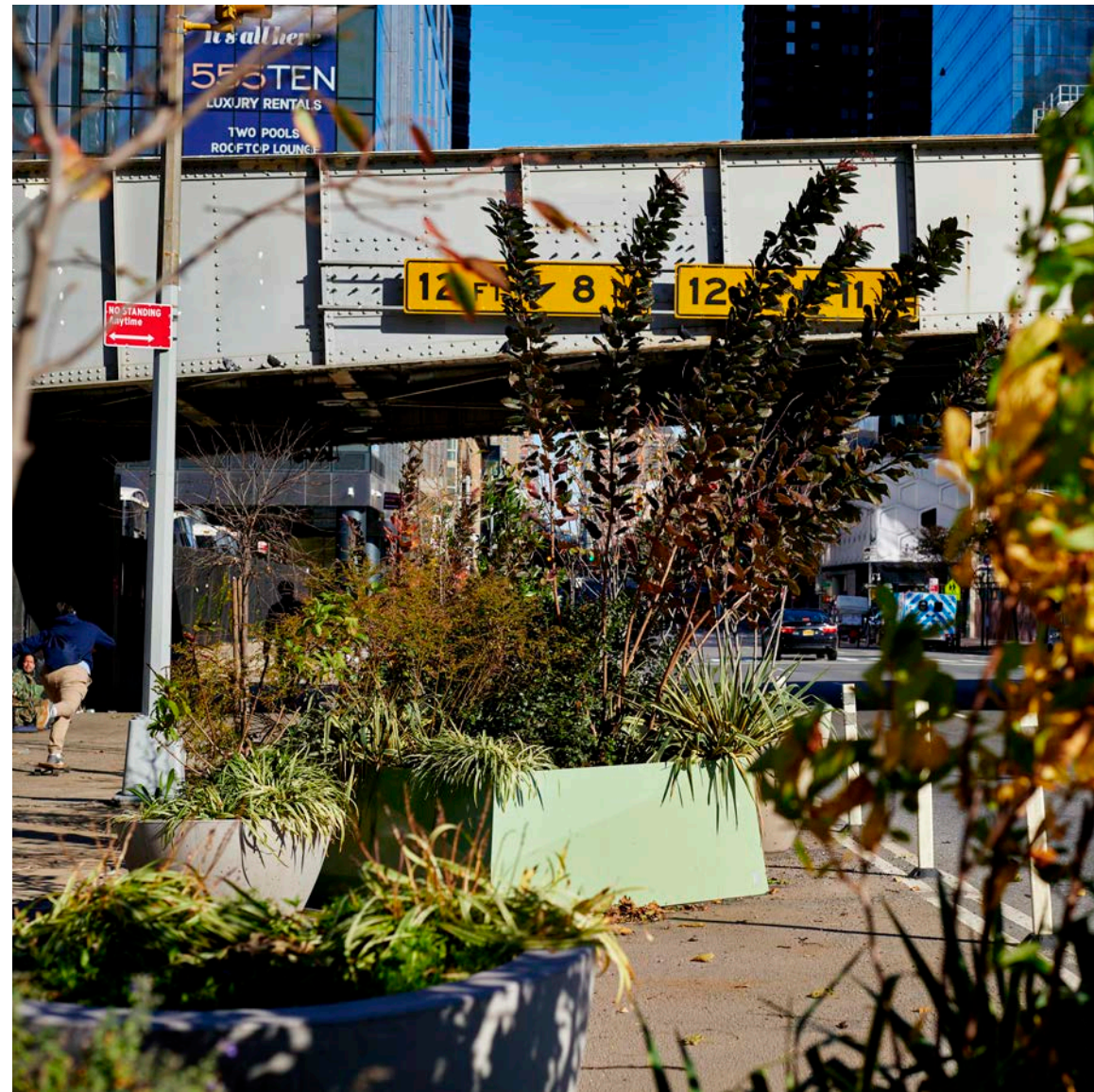
# DISTRICT-WIDE IMPROVEMENTS

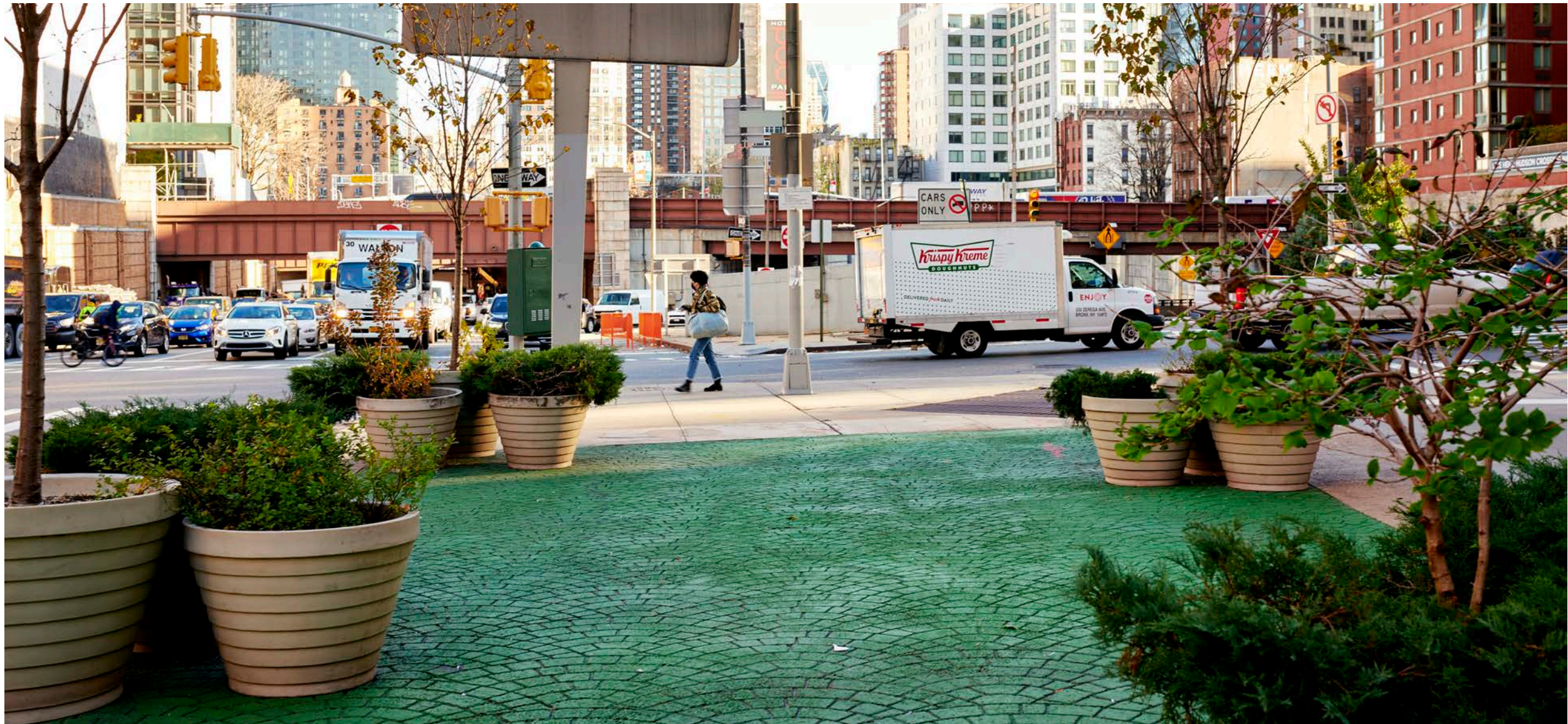
*Streetscape and Beautification*

As part of HYHK's neighborhood streetscape improvement initiatives, 10th Avenue welcomed new plants and HYHK signature planters in FY20. These planters are permitted by DOT as permanent public space amenities, and were funded through an NDGI grant, awarded through Speaker Corey Johnson's office.

This fall HYHK plans to add more green elements to the newly installed protected bike lanes along 38th and 39th Street. HYHK signature green planters and native plant palette will brighten the pedestrian islands next to the bike lane at key intersections.

The BID planted and installed 8 trees in FY21. Trees are now installed with an HYHK BID signature tree guard, to maintain a feeling of continuity throughout the neighborhood. Public space improvements continue throughout the district with the hope of connecting all of the BID's unique sidewalks and side streets.





# HORTICULTURE

There are 128 HYHK planters throughout the district's public spaces. We have been utilizing native plants throughout the HYHK district and have been incorporating about 80% of plantings as indigenous to the North East. By planting what could be seen as small native meadows in our planters and sidewalk gardens we are promoting and supporting our local ecosystems, pollinators, butterflies, and song birds. We plant specific plants especially for the Monarch butterflies and see them arrive every season to our eco strips in the middle of midtown traffic! We also love demonstrating how these native plants when incorporated well can make for very attractive public plantings. Some of our signature native plants in the district include: Sweetbay Magnolia, Inkberry, Goldenrod, Anise Hyssop, Prairie Rose, Switchgrass and Summersweet.

You can find 17 planters in the two plazitas, 33 in the Canoe and nearby pedestrian spaces, 32 in the Triangle and 46 within various bump outs on 37th and 39th Streets. HYHK maintains 77 tree pits including those in the park.

In 2021, HYHK gave away 10 planters to help business owners beautify their outdoor spaces. They were delivered fully planted with native plants.

The BID manages 9 public spaces, provides for the planting, watering, pruning, mulching in Bella Abzug Park and the district, covering Ninth Avenue from West 35th to West 42nd Streets; West 42nd Street; West 37th Street, the Canoe (West 36th Street and Ninth Avenue) and The Triangle (Dyer Avenue at West 36th Street).











# MAINTENANCE

*Sweeping the Streets*



Supplemental sanitation services are provided in the zone from Ninth Avenue from West 35th to West 42nd Streets, Tenth Avenue from West 34th to West 42nd Streets, West 42nd Street; West 37th Street, the Canoe (West 36th Street and 9th Avenue) and The Triangle (Dyer Avenue at West 36th Street) seven days a week.

An HYHK contractor performs overnight sweeps of the district, removing construction debris, illegal dumping, derelict bikes and newsracks, along with other large items that are illegally left on our streets and sidewalks.

12  
Sanitation workers  
contracted by HYHK

71500  
Trash bags  
collected

22520  
Hours logged by  
sanitation workers

80  
Trash and recycling  
receptacles serviced

6245  
Incidents of graffiti/  
stickers removed

10920  
Hours dedicated to  
public safety program



# CULTURAL PROGRAMING AND MARKETING

## HYHK ARTS

HYHK is active in providing a variety of cultural programming to the neighborhood. Cultural programming has enabled the BID to use art in pursuit of its goal to continually beautify and uplift the neighborhood. By way of partnerships and community outreach HYHK has offered proof of concepts in modes of film screenings, sculpture exhibits, and more that legitimize art's role in the enhancement of public space and building community.

The HYHK Artscape Revival Program was launched in May 2021 as a way to improve the BID's commercial corridor through the beautification of vacant storefronts. With the help of property owners, we matched visual artists with opportunities to create/showcase work in locations throughout the BID. The program hit the ground running with a mural by Demit, at 504 W42 Street.





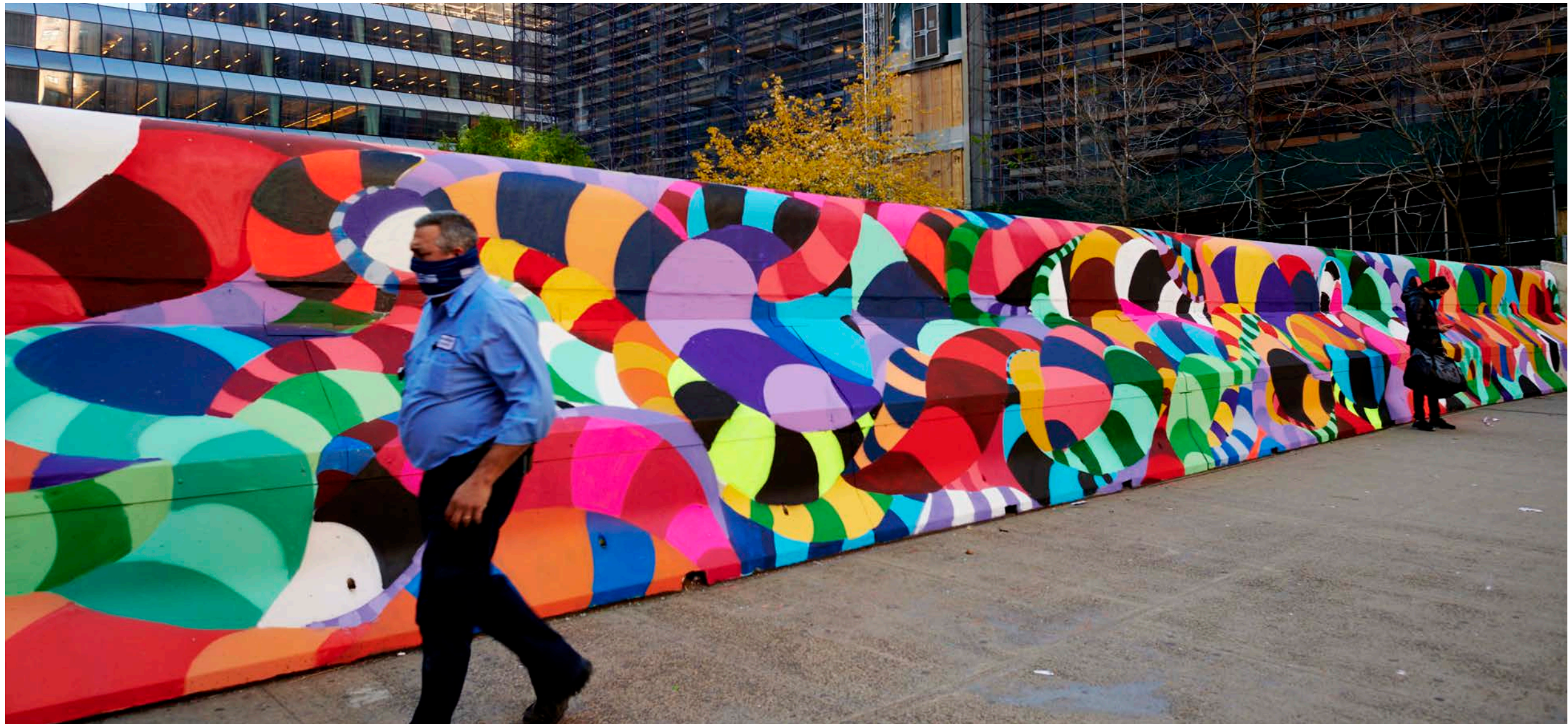
Artwork by Demit

Photo Credit: Matthew Stith



Artwork by Demit

Photo Credit: Matthew Stith



D.O.P.E., Ashley-Simone McKenzie



#### **MARKETING**

In FY21, the HYHK Instagram saw an increase of 300 followers, and over 10,000 impressions. Instagram promotes programming and neighborhood projects, while engaging with local stakeholders. It is also used to share important information regarding community/city wide matters as they relate to health and safety, business assistance, and neighborhood updates.

Light pole banners in both the Park and district help raise brand awareness amongst local residents and businesses. In 2021, our work was featured in Gotham To Go, TimeOut, Untapped New York, 6sqft, W42ST Magazine, and other local blogs and websites.

#### **BANNER PROGRAM**

HYHK oversees a banner program of over 150 streetlight banners throughout the district, and works with local partners like The Shed to promote events. This program provides partners with an opportunity to raise awareness in the neighborhood and support HYHK's work.

#### **NEWSLETTERS**

HYHK shares monthly newsletters with district and park updates, news of the BID's streetscape improvements and horticulture projects, events, relevant news, and business resources. HYHK continues to share pandemic related resources and guidelines issued by the City.

#### **HOLIDAY LIGHTS**

This past holiday season the district was decorated with cheerful lights along the Ninth Avenue corridor and at intersections throughout. In Bella Abzug Park, trees were lit in each block, including a special interactive light exhibition known as the "Singing Tree" on Block 2.







# FY21 FINANCIAL SUMMARY

## STATEMENT OF CASH FLOWS

Total Cash at Beginning of Year	1,206,902
Total Revenue	3,025,813
Operating Expenses	(2,438,659)
Capital Expenses	(179,394)
Park Restricted Capital Reserve	(99,821)
Total Cash at End of Year	1,514,841

## OPERATING INCOME AND EXPENSES

Revenue	YTD Actual	YTD Budget	Delta
Assessment Revenue	2,730,000	2,730,000	—
Park Revenue	20,000	30,000	(10,000)
District Revenue	11,302	14,000	(2,698)
Contributions and Grants	264,030	158,210	105,820
Other Revenue	481	1,000	(519)
<b>Total Revenue</b>	<b>3,025,813</b>	<b>2,933,210</b>	<b>92,603</b>
Expenses	YTD Actual	YTD Budget	Delta
Park	1,409,081	1,382,494	(26,587)
District	752,098	861,623	109,525
Admin	277,480	323,285	45,805
<b>Total Expenses</b>	<b>2,438,659</b>	<b>2,567,402</b>	<b>128,743</b>
<b>Operating Surplus/Deficit</b>	<b>587,154</b>	<b>365,808</b>	<b>221,346</b>

## CAPITAL EXPENSES

Category	YTD Actual	Full Year Budget	Delta
Park	84,832	40,000	(44,832)
District	94,562	133,210	38,648
<b>Total Capital Expenses</b>	<b>179,394</b>	<b>173,210</b>	<b>(6,184)</b>

## PARK RESTRICTED CAPITAL RESERVE

Starting Balance	167,577
Interest Earned	4
Allocations Added (Deposits)	50,000
Expenses (Withdrawals)	(99,821)
Ending Balance	117,760

# FY22 BUDGET

<b>TOTAL OPERATING REVENUE</b>	<b>2,949,000</b>			
<b>OPERATING EXPENSES</b>	<b>TOTAL</b>	<b>PARK</b>	<b>DISTRICT</b>	<b>ADMIN</b>
Salaries	643,271	319,798	211,402	112,072
Benefits	155,813	89,036	48,970	17,807
Payroll Taxes	45,029	22,386	14,798	7,845
Insurance	44,963	19,613	15,412	9,938
Consultancy / Legal	38,400	18,000	18,000	2,400
Sanitation Service	701,977	382,587	319,389	—
Horticulture Service and Materials	279,077	127,143	151,934	—
Programming / Holiday	160,000	124,000	36,000	—
Marketing / Branding	90,200	33,600	56,600	—
Pest Control	34,740	24,000	10,740	—
Security	407,705	361,705	46,000	—
Supplies and Equipment	19,200	18,000	1,200	—
Telecom	9,000	5,400	3,600	—
Furniture Maintenance	12,000	6,000	6,000	—
Public Art	104,000	60,000	44,000	—
Fountain Maintenance and Materials	42,114	42,114	—	—
Electrical / Utilities	8,400	8,400	—	—
Vehicle Expenses	9,000	9,000	—	—
Pedestrian Managers	25,000	—	25,000	—
Rent	78,000	—	—	78,000
Office Expenses	57,000	—	—	57,000
Accounting/Audit	25,150	—	—	25,150
Meetings	21,000	—	—	21,000
<b>TOTAL OPERATING EXPENSES</b>	<b>3,011,039</b>	<b>1,670,782</b>	<b>1,009,045</b>	<b>331,212</b>
Net Operating Revenue	(62,039)			
Allocation to Park Restricted Capital Reserve	50,000			
Allocation to Discretionary Capital Fund	100,000			
<b>NET TOTAL OPERATING SURPLUS / DEFICIT</b>	<b>-212,039</b>			

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# HYHK WOULD LIKE TO THANK

*The Following for Their Hard Work*

Adler Group

Allied Universal

Aqua Design Group

Carter, Ledyard & Milburn LLP

CHEKPEDS

City-1 Maintenance Inc.

Claudia Malpeli

Clinton Housing  
Development Company

Colored Colors

Congressman Jerrold Nadler

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Deborah Buyer Law

Demit

Design Wild

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Gabby Jones

Gillie & Marc

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Neighborhood Coalition

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W42nd ST Mag

World of Marzell



All photos in this report are courtesy of Gabby Jones with the exception of Vinyl Nights and Spring Fling, and unless stated otherwise.

Hudson



ards Hell's Kit

Hell's Kitchen

chen Alliance

