



2022 Annual Report

Hudson Yards
Hell's Kitchen Alliance

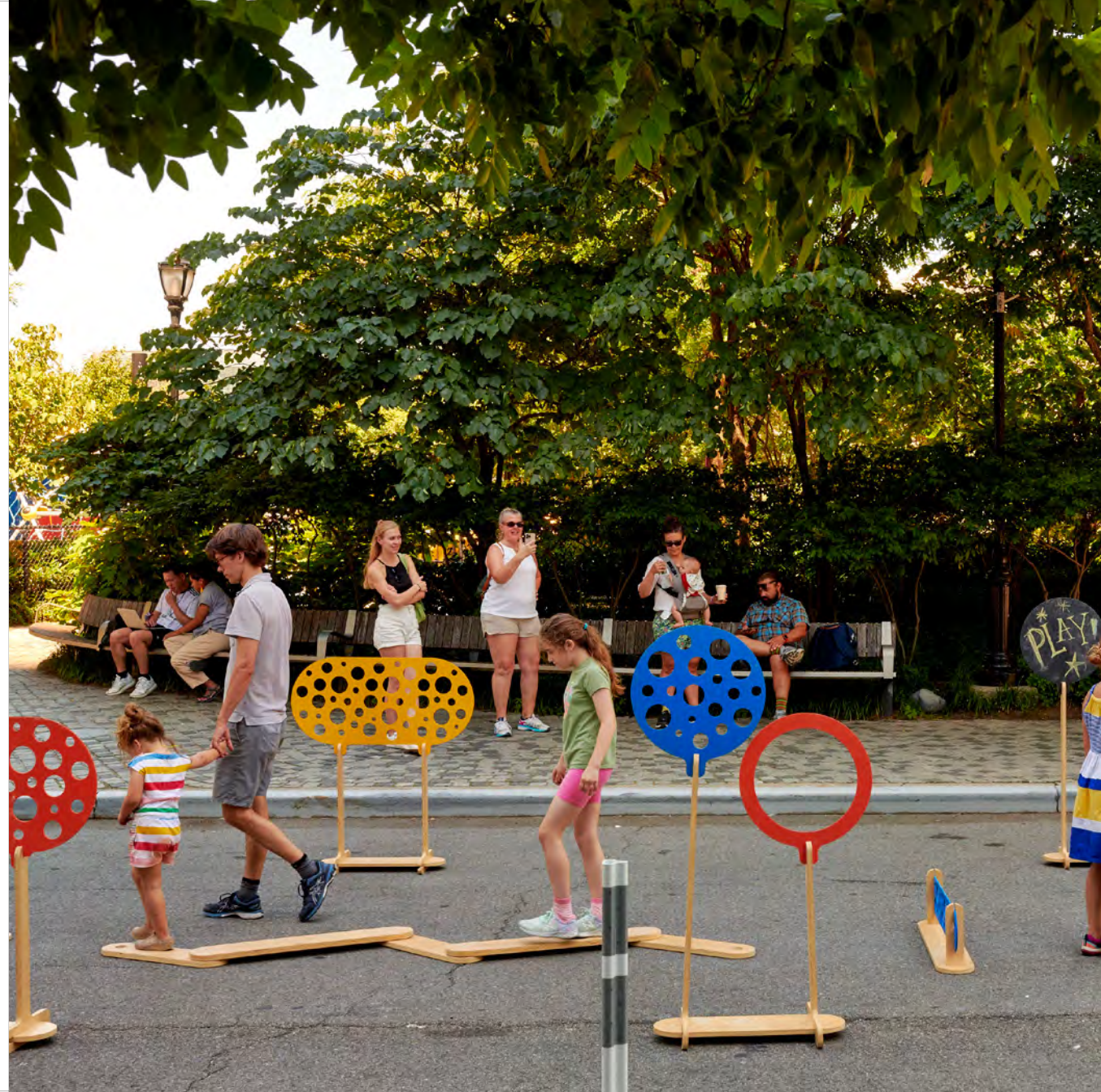


Your Business Improvement District

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

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Letter from the Chair



Dear All,

More than two years have gone by since COVID-19 first arrived and changed the way we live and work. We like everyone else, have faced challenges and have adopted new ways. Our restaurants had to focus on outdoor dining and we had to readapt our streetscape look and maintenance for them. And yet, it was a grand success.

The Hudson Yards Hell's Kitchen Alliance (HYHK) weathered many challenges and only got bigger and smarter. To paraphrase a famous philosopher, "What doesn't kill you makes you stronger."

HYHK has continued to grow during these two plus years since the pandemic. Bella Abzug Park, which HYHK maintains, operates, and programs, recently expanded to four blocks, with Blocks 5 and 6 in design.

Wells Fargo opened its headquarters for its Corporate & Investment Banking business at 30 Hudson Yards. 50 Hudson Yards east of the park on Block 1 and The Spiral east of Block 2, will be opening before the end of the fiscal year, bringing thousands of employees to HYHK to enjoy our park, our fine dining, our retail, and our cultural attractions.

In fact, the development in the HYHK neighborhood, that we have all contributed to, has brought jobs, new commercial buildings, amenities, a new cultural center, and a variety of retail and hospitality opportunities. All of which, I will add and

emphasize, contribute greatly to the city's economy, especially during these difficult couple of years. And we will continue to grow and contribute even more going forward.

HYHK has worked hard to reshape our streetscape through plantings, planters, bump-outs, and a soon to be shared street on Hudson Boulevard East. We have painted murals on Port Authority bridges throughout the district. And partnered with Amazon and the Quebec Government Office in New York to present the Big Apple sculpture on West 34th Street in front of the park.

I thank the HYHK staff along with the clean team from the Streetplus Company. We have gotten as far as we have with their dedication and hard work. I want to especially thank our volunteer board of directors for their tireless work and support. And I most want to thank our commercial and residential community for making this neighborhood what it is today, a resounding success.

Sincerely,

A handwritten signature in dark ink that reads "Kevin P. Simpfendorfer". The signature is written in a cursive, slightly slanted style.

KPS
Chair

Letter from the President



Dear All,

We have completed another year as a business improvement district, and we are proud to present our Seventh Annual Report.

We continue to focus our attention on improving our neighborhood, applauding our community, and supporting our businesses. Despite the challenges still being felt and brought on by the COVID-19 pandemic, the HYHK area has shown remarkable tenacity.

New businesses—many in the hospitality industry—have opened; workers have slowly, consistently been returning to offices; both domestic and foreign visitors are continuing to visit our neighborhood in growing numbers; Bella Abzug Park has engaged with more partners in food and entertainment; and new buildings are opening up and will soon be teeming with new tenants who will add further foot traffic to our streets.

HYHK is a community of many mixed-use buildings, large office buildings, long time residential pockets, public transportation centers, small businesses, and a large shopping and cultural complex. This has assuredly kept us vibrant and durable.

Our BID team has helped businesses navigate a variety of pandemic related matters, including the duration of outdoor dining, open streets, and the many new

regulations passed by city government. We also continue implementing our streetscape improvements, horticultural maintenance, and maintaining, operating, and programming Bella Abzug Park.

On the following pages, you will see more detail of these and other efforts of what we did in Fiscal Year 2022 (July 1, 2021–June 30, 2022); and get a look at what is being planned for the next fiscal year.

HYHK will continue to grow and will be stronger than ever, thanks to the on-going commercial and residential developments, long term and new business owners, residents, workers, and our beloved visitors. We thank everyone who helps and supports our neighborhood.

Sincerely,

A handwritten signature in black ink that reads "Robert J. Bufatta, Jr.".

RJB

About the 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 focuses 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's 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 \$3.3M. 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 NYC Department of Parks and Recreation officially named the park in honor of the late Bella Abzug. The park extends from 33rd Street to 37th Street between 10th and 11th Avenues, alongside newly created streets known as Hudson Boulevard East and Hudson Boulevard West, in the heart of Hudson Yards.

The No. 7 subway line extension 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, and cultural programming.





BELLA MEOGUS
PARK

SPONSORING
CORPORATION

Maple leaf logo
Bella Meogus Park
Sponsoring Corporation
List of names and details







Park Expansion

After much anticipation, in August 2022, HYHK announced the opening of the fourth block of Bella Abzug Park, situated between W 36th St. and W 37th St. This new expansion of the park features marble blocks and granite cobblestones, providing a quiet and relaxing oasis for parkgoers. We look forward to programming this new section of the park in the upcoming spring and summer seasons.





Paradis in the Park

On April 13, 2022, HYHK celebrated the grand opening of our women-owned concessionaire Paradis in the Park. Operating out of the kiosk and mobile vending carts, Paradis in the Park offers excellent coffee and espresso drinks, breakfast, lunch, light dinner fare, cocktails, wine, and beer. Paradis in the Park will expand the number of mobile carts, offering a wider variety of food to office workers, tourists, and residents alike.









radis IN THE PARK

BREAKFAST ANYTIME

- SPINACH BURRITOS
- CHORIZO BURRITOS
- CHORIZO VEG BURRITOS
- SPINACH PITA PIZZ
- BLUESHINY SCUM
- SHRIMP/CAJUN/RENNER
- BACON

RYTES

- VEGGIES & HUMMUS
- CHARLITERRIS
- CHIPS

SANDWICHES & SALADS

- TURKEY SANDWICH - CAPRISE W/
- SALADE MEDERRILLA
- BROLLED CHICKEN - TOMATO

PIZZETTE

- SPINACH SALADE SAUCON
- SPINACH CHORIZO TOMATO
- GREEN GARDENS KIDZETA
- SPINACH BAKIL W/
- VEGAN TOMATO TOMATO GREENS

COFFEES

- COFFEE
- ESPRESSO
- AMERICANO
- CAPE AM LATTE
- CAPPUCINO
- LATTE
- COLD BREW

SOUPS

- TOMATO SOUP
- SALADE VE
- CHEESE-CHICK-AND-TOMATO

OTHER

- LEMONADE
- ICE TEA
- SMOOTHIES
- DAI RYER

Expanded Tree Pit

In anticipation of the planned Shared Street on Hudson Blvd East, HYHK created a block-long tree bed on the east side of Bella Abzug Park, from W34th to W35th Streets. The tree pit contains alternating Honeylocust and Kentucky Coffee trees, which are both found in the park. The rest of the tree bed —unofficially nicknamed “the meadow”— is overflowing with a mix of shrubs, perennials, groundcover, and annuals. The plants are a mix of species found in the park and the greater HYHK district. HYHK looks forward to adding a tree guard and irrigation system in the coming months.





ANTES DE ENTRAR Y DURANTE EL DÍA

• Usar casaca de seguridad	• Mantener la distancia física
• Usar mascarilla	• Evitar el contacto cercano
• Evitar tocar el rostro	• Evitar el contacto con superficies
• Evitar el contacto con personas	• Evitar el contacto con animales

Turner

KEEP OUT OF PLANTS

Programming and Marketing

Open Streets Programming

Spring/Summer 2022

As an Open Streets Partner, HYHK activated Hudson Boulevard East with a variety of programming thanks to the help of various local organizations. HYHK hosted a kids obstacle course and street mural program with Street Lab, kids fitness classes with Zing!, boxing fitness classes with Victory Boxing, and a weekly bubble show with Bubble Master Gabe.

Yoga Flow

Spring/Summer 2022

Partnering with wellness organization Bien Good Well, HYHK hosted three weekly yoga flow classes and several sound baths.

Vinyl Nights

Summer 2022

This year we celebrated summer through movement and music. 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.

Spring Fling

April 2022

In collaboration with arts organization Colored Colors, HYHK welcomed the spring season by hosting Spring Fling 2022, two-day art, culture, and music festival. The lineup included yoga, live music performances, a poetry showcase, stand-up comedy, and an art and makers market.

Movies in the Park

August 2022

Every Thursday evening in August, HYHK hosted Movies in the Park, an outdoor film screening in Bella Abzug Park. The movies featured included family-friendly classics *Back to the Future*, *Soul*, *Jumanji*, and *Ghostbusters*.

Kids' Concert

Spring/Summer 2022

Mike Messer returned to the playground in Bella Abzug Park to lead HYHK's weekly kids' concert.

Paddy's Market Historic District

Paddy's Market, a stretch of Ninth Avenue that was once one of the best-known pushcart markets in Manhattan, was designated as a historic district on the State and National Register of Historic Places by the National Park Service in April 2022. The Historic District includes nine block fronts on either side of Ninth Avenue between West 35th and West 40th Streets and portions of surrounding blocks. In partnership with the Clinton Housing Development Company (CHDC), HYHK looks forward to bringing more awareness about the history and culture of the district through programming and outreach initiatives.











Marketing

Instagram

In FY22, HYHK's Instagram saw an increase of 450 followers, resulting in a total of 3,223 followers. Instagram promotes programming and neighborhood projects while engaging with local stakeholders. It is also used to share important information regarding community/city-wide matters related to health and safety, business assistance, and neighborhood updates.

Facebook

In July 2022, HYHK relaunched the HYHK Facebook Page. Facebook serves as a valuable tool for HYHK to notify the community about upcoming events in the neighborhood.

Press

In 2022, our work was featured in *City Guide*, *Thrillist*, *W42ST Magazine*, *TimeOut*, and other local blogs and websites.

Banner Program

HYHK oversees a banner program of over 150 streetlight banners throughout the district. This program provides local partners with an opportunity to raise awareness in the neighborhood and support HYHK's work. Our banner program partners include Montefiore, CBRE, and The Shed. HYHK's branded light pole banners in both the Park and district help raise brand awareness amongst residents and businesses.

Newsletter

HYHK's newsletter has 881 subscribers. Throughout 2022 our newsletter has had an average open rate of 39.54%. We utilize our newsletter to communicate important neighborhood updates, city-wide resources, and opportunities for those in our community.







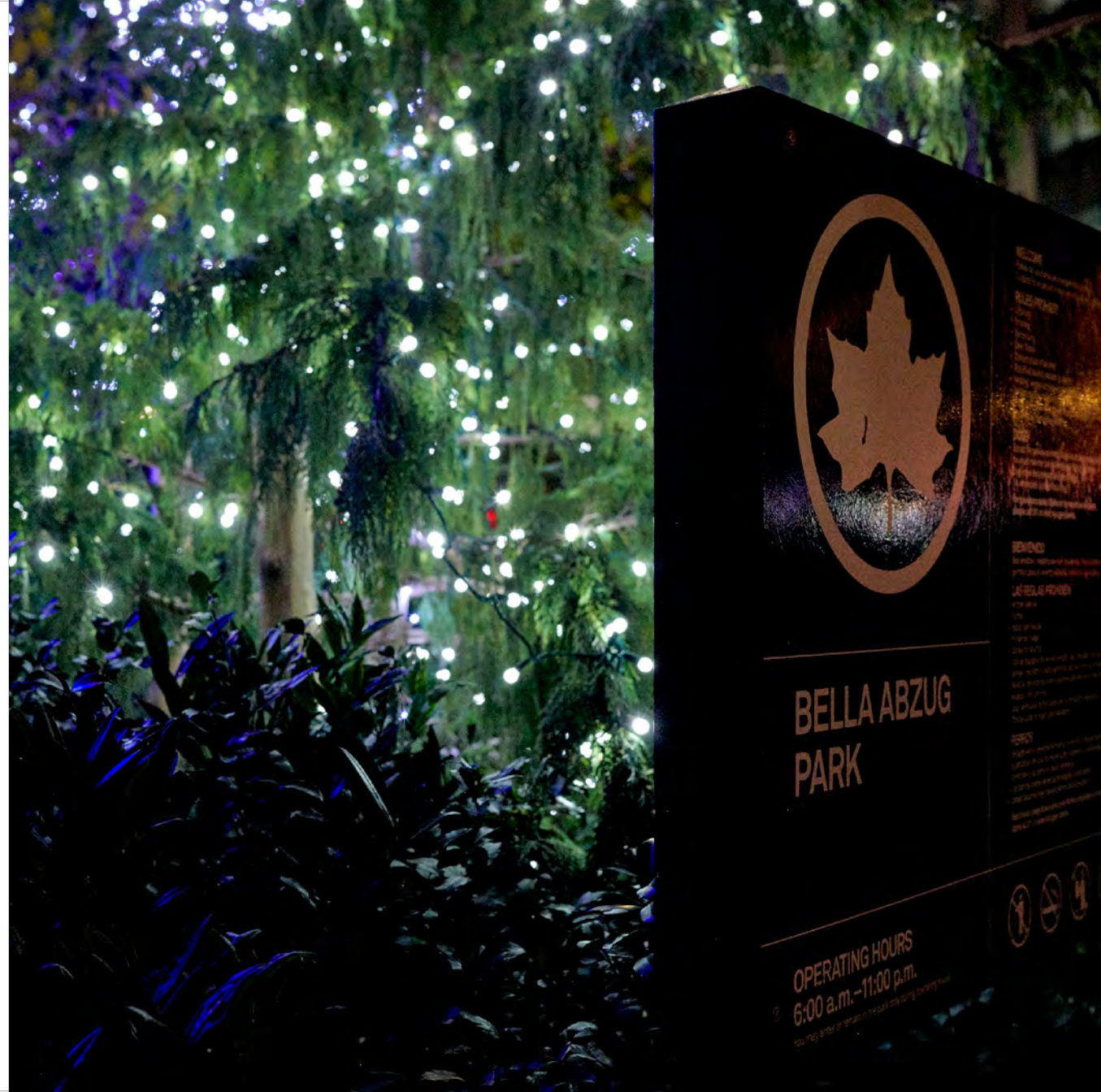


Winter Lights

This past holiday season, the district was decorated with cheerful lights along the Ninth Avenue corridor and at intersections throughout. The district holiday lights provided a warm and festive atmosphere for pedestrians as they navigated the city during the dark winter evenings. In Bella Abzug Park, the Big Apple was wrapped in lights, and trees were lit in each block. The wrapped trees and public art in Bella Abzug Park illuminated the park resulting in a playful winter display that allowed parkgoers to enjoy the park past winter's early sunset hours.







Public Art

HYHK Arts

HYHK is active in providing a variety of free and accessible cultural programming to the neighborhood. HYHK's public art initiatives have enabled the BID to not only use art in pursuit of its goal to continually beautify the neighborhood but to add value to the cultural, social, and economic vitality of our community. Through partnerships and community outreach, HYHK has offered proof of concepts in modes of sculpture exhibits, murals, photography exhibits, and more that legitimize art's role in enhancing public space and building community.



Big Apple

October 2021–September 2022

Together with designer Félix Marzell of the Canada-based studio World of Marzell, HYHK worked to commission Big Apple, an interactive sculpture for Bella Abzug, for a duration of 11 months. Big Apple is an addition to the park's seating and can seat guests looking for a more immersive experience inside its wooden structure. Guests were invited alone, with a friend, or with a small family to share good times and create new stories together.







Edgar Kanayko Xakriabá

Using the photographic medium, Kanayko Xakriabá is the village chief of the Indigenous movement in Brazil, whose objective is the struggle for the recognition of his people's rights. He is a member of the National Council of Indigenous Organizations (CONIC) and has participated in various international forums. His work is a reflection of the struggles of his people and the role of photography in the construction of their identity.



Investment on Curitiba, Luz 2 installed in Metropolitan Center of the city of Curitiba, Brazil, in 2022. The project was developed by the artist and curator, who is a member of the National Council of Indigenous Organizations (CONIC) and has participated in various international forums. His work is a reflection of the struggles of his people and the role of photography in the construction of their identity.



BELLA PARK

Photoville Festival 2022
June–September 2022

This past summer, HYHK was a proud programming partner for the 2022 Photoville Festival. Photoville, a Brooklyn-based nonprofit, produces an annual, city-wide open-air photography festival in New York City. As a programming partner, HYHK hosted Identity Through Crises, an exhibition featuring work from Irina Werning, Zahra Mojahed, and Indigenous Photograph. The installation highlights the many aspects that shape our individual and collective identities — exploring the evolution of identity through global crises and conflict and celebrating the resilience of the human spirit.



Armory Show Off-Site

September–December 2022

This unique partnership between The Armory Show, its exhibiting galleries, and city organizations like HYHK brought artist Juan Capistrán's *Sundown* (2021–2022), presented by CURRO, to Bella Abzug Park. *Sundown* (2021–2022) is rooted in the context of sundown towns and redlining across the United States. Sundown towns, also known as sunset towns, are all-white municipalities or neighborhoods in the United States that practice a form of racial segregation by excluding non-whites. The term came from signs posted that “colored people” had to leave town by sundown. This work takes the form of a quaint, large-scale greeting sign that welcomes viewers with a picturesque sunset landscape painted within the letters forming the words “get out.”



Murals

In June 2022, HYHK facilitated a new mural, *We are Having a Nice Day*, by artist Steffi Lynn on a Port Authority bus ramp on West 39th Street. The mural was made in partnership with The Port Authority of New York and New Jersey as well as Tishman Speyer, whose employee volunteers help paint alongside Steffi.

In past years, HYHK has commissioned several murals throughout the neighborhood in partnership with the Port Authority of New York and New Jersey. HYHK continues to maintain these murals, keeping them free of graffiti and inviting artists to touch up their work to preserve their vibrancy. In FY22, HYHK contracted artists to touch up murals on West 34th Street, West 37th Street, and West 38th.







Park and District Maintenance

Sweeping the Streets

14

Sanitation workers contracted by HYHK

22,820

Hours logged by sanitation workers

6,455

Incidents of graffiti removed

132,000

Trash bags collected

100

Trash and recycling receptacles serviced

6

Public safety officers contracted by HYHK

10,920

Hours dedicated to public safety program



District Wide Improvements

Streetscape and Beautification

Horticulture

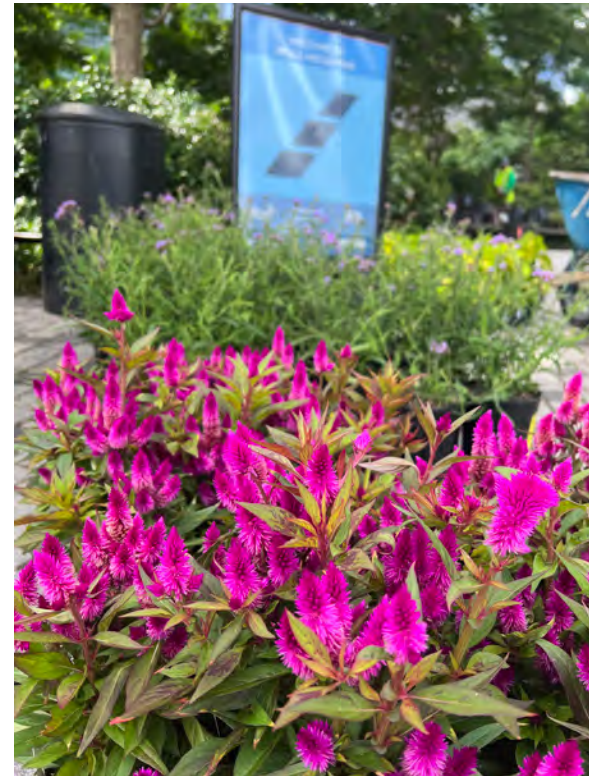
In total, the BID now maintains 181 planters throughout the district. HYHK has dedicated itself to creating ecologically vibrant landscapes featuring plants that are native to the region, 80% of plantings are native to the North East. These plant friends are essential to supporting a healthy earth, our pollinators, songbirds, and butterflies. They make humans happy too! We also love demonstrating how these native plants, when incorporated well, can make for very attractive public plantings that beautify the neighborhood and sustain essential habitats.

Some of our favorite plants are magnolia, smokebush, knockout roses, inkberry, nepeta, and

aster. New this year are cockspur hawthorns, which we planted along the bike lane on 38th and 39th streets. Our goal is to improve the neighborhood for those who work, live, and visit; we include pollinating native plant species when we can!

This year, we added several new planters to expand our public spaces and spread green throughout the district. In partnership with the Port Authority of New York and New Jersey, we added 26 planters along Dyer Avenue between West 36th and West 34th Streets. Through a grant from former Speaker of the City Council Corey Johnson, we added 12 new planters to the bike lanes along 38th and 39th Street.









Pedestrian Managers

The BID worked with Sam Schwartz to conduct a pilot program for pedestrian managers to help us understand traffic concerns in the district. The 9th Avenue corridor was a particular concern. Vehicles and pedestrians were in conflict, especially during the evening rush hour. After conducting a study to quantify observations, we used this data to understand the patterns of movement and create a solution. This year we will have dedicated pedestrian managers on weekdays during the evening rush to assist pedestrians during times of heavy traffic and to serve as a calm presence for cars as they navigate toward the Lincoln Tunnel.

FY22 Financial Summary

STATEMENT OF CASH FLOWS

Total Cash at Beginning of Year	1,527,217
Total Revenue	3,037,894
Operating Expenses	3,070,486
Capital Expenses Park Restricted Capital	371,718
Reserve Expenses	24,763
Total Cash at End of Year	1,098,145

OPERATING INCOME AND EXPENSES

	Actual	Budget	Delta
Assessment Revenue	2,780,000	2,780,000	-
Park Revenue	12,400	20,000	(7,600)
District Revenue	21,060	14,000	7,060
Contributions and Grants	224,250	157,210	67,040
Other Revenue	185	1,000	(815)
Total Revenue	3,037,894	2,972,210	65,684
Expenses	Actual	Budget	Delta
Park	1,619,918	1,670,782	50,864
District	1,094,574	1,009,045	(85,529) *
Admin	355,995	331,212	(24,783)
Total Expenses	3,070,486	3,011,039	(59,447)
Operating Surplus/Deficit	(32,592)	(38,829)	6,237

CAPITAL EXPENSES

Category	Actual	Budget	Delta
Park	226,126	30,000	(196,126)
District	145,591	93,210	(52,381)
Total Capital Expenses	371,718	123,210	(248,508) **

PARK RESTRICTED CAPITAL RESERVE

Starting Balance	117,760
Interest Earned	4
Allocations Added	50,000
Expenses (Withdrawals)	(24,763)
Ending Balance	143,001

* Higher District expenses due mainly to higher horticulture costs

** Some unbudgeted capital expenses will be reimbursed

FY23 Budget

Total Operating Revenue:
3,402,500

OPERATING EXPENSES	TOTAL	PARK	DISTRICT	ADMIN
Salaries	725,725	347,942	238,119	139,664
Benefits	182,250	104,143	57,279	20,829
Payroll Taxes	43,544	20,877	14,287	8,380
Insurance	46,450	20,393	16,120	9,938
Consultancy / Legal	56,400	36,000	18,000	2,400
Sanitation Service	803,118	438,931	364,187	-
Horticulture Service and Materials	304,171	111,429	192,743	-
Programming / Holiday	168,200	126,600	41,600	-
Marketing / Branding	40,000	20,000	20,000	-
Pest Control	37,380	26,640	10,740	-
Security	427,979	374,479	53,500	-
Supplies and Equipment	31,800	30,000	1,800	-
Telecom	9,000	5,400	3,600	-
Furniture Maintenance	12,000	6,000	6,000	-
Public Art	112,000	60,000	52,000	-
Fountain Maintenance and Materials	46,857	46,857	-	-
Electrical / Utilities	4,800	4,800	-	-
Vehicle Expenses	9,000	9,000	-	-
Pedestrian Managers	120,000	-	120,000	-
Storefront Improvement Program	12,000	-	12,000	-
Rent	78,000	-	-	78,000
Office Expenses	48,000	-	-	48,000
Accounting/Audit	25,150	-	-	25,150
Meetings	18,250	-	-	18,250
Total Operating Expenses	3,362,074	1,789,489	1,221,974	350,610
Net Operating Revenue	40,426			
Allocation to Park Restricted Capital Reserve	50,000			
Allocation to Discretionary Capital Fund	128,000			
NET TOTAL OPERATING SURPLUS / DEFICIT	(137,574)			

Board of Directors and Staff

Class A-1 to A-3 Property Owners

Kevin P. Singleton, Chair
TF Cornerstone

Andrew L. Cantor, Co-Vice Chair
Related Companies

Kristin Fisher, Co-Vice Chair
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Michelle Adams, Co-Treasurer
Tishman Speyer

Paul Januszewski, Co-Treasurer
Rockrose Development

Mitchell Moinian, Secretary
Moinian Group

Amanda Braga
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Four Points by Sheraton Manhattan
Midtown West

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Extell

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Lalezarian

Jordan Lang
McCourt Global

Joe Restuccia
Clinton Housing Development
Company

Mitchell Rutter
Essex Capital

Jonathan Snider
Sherwood Equities Inc

David Solnick
Resident owner

Ashwin Verma
Siras Development

Class B Retail Tenants

John Accardi
Vito's Slices and Ices

Sean Kelly
Sean Kelly Gallery

Class C Residential Tenants

Paul Aponte

Jordan Baker-Caldwell

Barbara Eastman

Tony Simone

Class D Public Officials

Megan Flynn
Office of Comptroller

Jordan Feiner
City Council Member Erik Bottcher's
Office

Calvin Brown
Mayor/NYC Small Business Services

Lizette Chaparro
Manhattan Borough President's
Office

*Class E Community Board
Non-Voting*

Christine Berthet
CHEKPEDS

Tiffany Triplett Henkel
Rauschenbusch Metro Ministries

Jean-Daniel Noland
Manhattan Community Board 4

Class F Exempt Property Owners

Michael Lavery
PANYNJ

Angela Howard
Covenant House

Staff

Robert J. Benfatto
President

Daniel Scorse
VP of Operations and Budget

Patricia Maltezos
Director of Planning and
Development

Isabella Conway
Marketing and Programming
Manager

David Torres
Field Manager

Gilberto Chabran
Groundskeeper

Chris Gendron
Groundskeeper

HYHK Would Like To Thank the Following for Their Hard Work:

- Adler Group
- Allied Universal
- Aqua Design Group
- Ashley Simone
- Brookfield Properties
- Building for the Arts
- Carter, Ledyard & Milburn LLP
- CHEKPEDS
- City-1 Maintenance Inc.
- Clinton Housing Development Company
- Colored Colors
- Congressman Jerrold Nadler
- Covenant House
- Deborah Buyer Law
- Debra Simon
- Design Wild
- Digitech Printers
- Essex Capital
- Extell Development
- Fanny Allié
- Gabe Gross
- Gabby Jones
- Hell's Kitchen South Neighborhood Coalition
- Hudson Yards Development Corporation
- Javits Center
- JPMcHale
- Karen Kitchen
- Kelco Construction
- Kevin Thornton
- Lalezarian Properties
- Manhattan Borough President
- Manhattan Community Board 4
- Matthew Stith
- Melissa Calabrese
- Michael Van Valkenburgh Associates
- Mike Messer
- Moinian Group
- NYC Councilman Erik Bottcher
- NYC Council Speaker Adrienne Eadie Adams
- NYC Department of Parks & Recreation
- NYC Department of Transportation
- NYC Parks Tree Time
- NYPD 10th Precinct
- NYPD Midtown South
- NYPD Paid Detail Unit
- NYS Assemblyman Richard Gottfried
- NYS Senator Brad Hoylman
- Paradis in the Park
- Photoville
- Port Authority of NY & NJ
- Rebecca Lynn
- Related Cos.
- Rockrose
- Sam Schwartz Engineering
- Sebastian Clore-Gronenborn
- Sherwood Properties
- Skody & Scot
- Streetplus
- Street Lab
- Steffi Lynn
- TF Cornerstone
- The Armory Show
- The High Line
- Tishman Speyer Properties
- Veronica Beltran
- Victory Boxing
- W42nd ST Mag
- World of Marzell
- Zing! Kids





***Your* Business Improvement District**