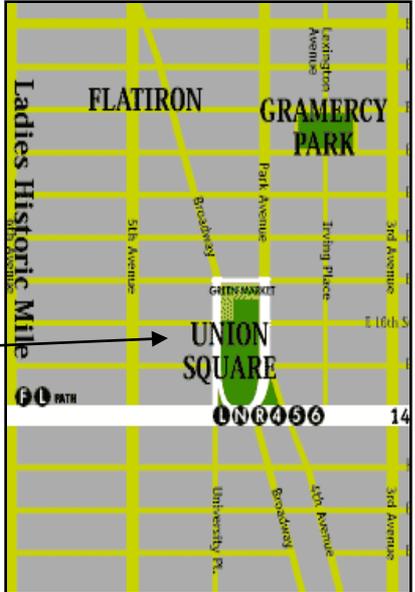


# Case Study: The Union Square Partnership

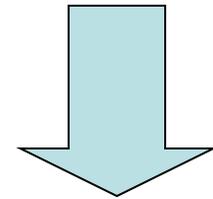


# A Brief History

**1870s-** Union Square is the center of high class living and luxury shopping, the midpoint of “Ladies’ Mile” and the original headquarters of Tiffany’s and Macy’s

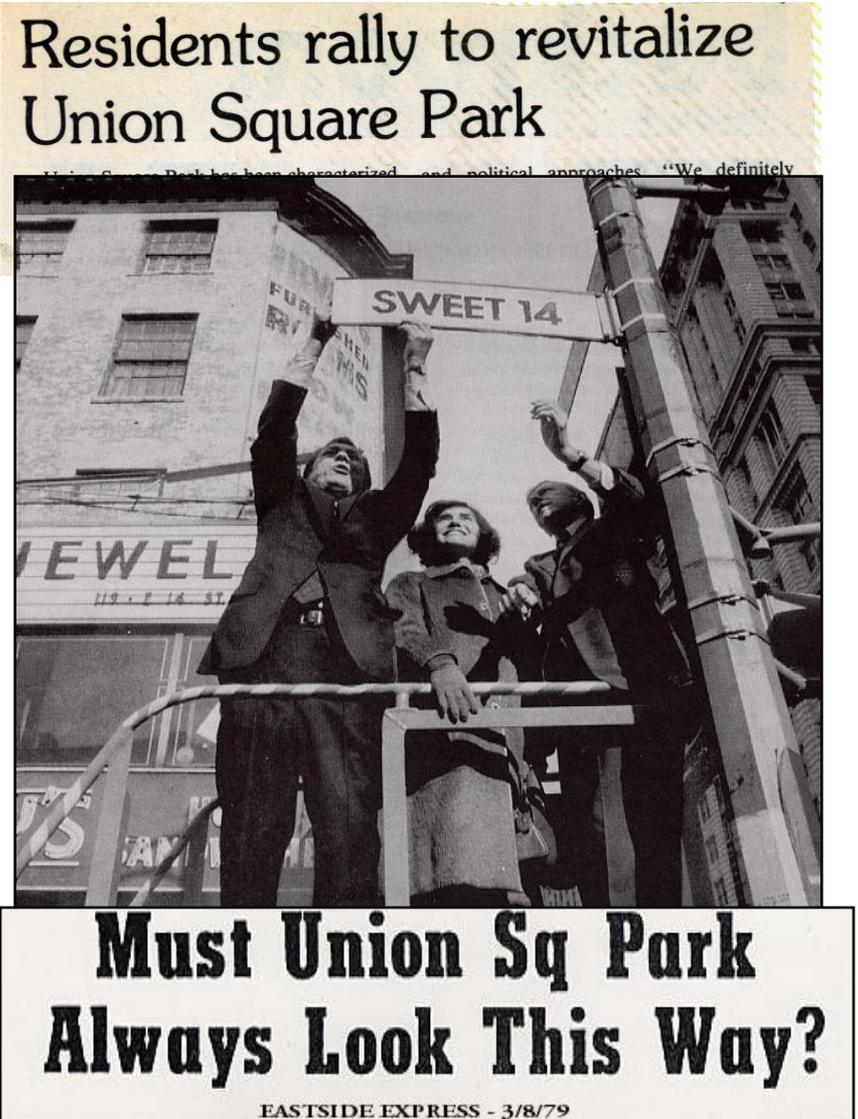
**1920s-** New York’s business center shifts, leaving Union Square in the gap between the ‘uptown’ and the ‘downtown’. Department stores, like Hearn’s and S. Klein’s, become linchpins of the new “bargain district.”

**1950s–1970s-** Union Square businesses and offices close or relocate; vacated lots breed drug use and homelessness; Union Square’s retail anchor, S. Klein, closes in 1975.



# Community Activism: The Birth of a BID

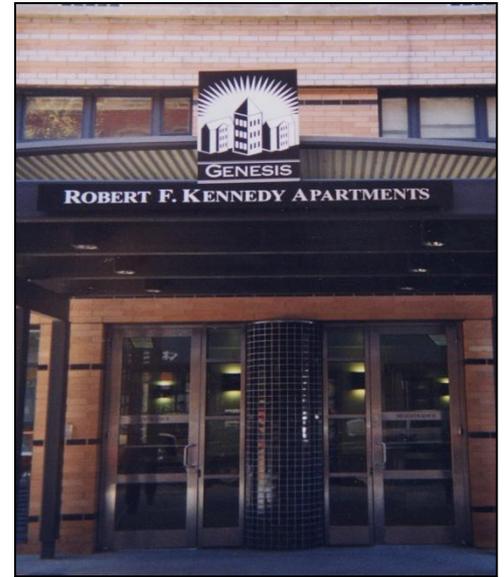
- **1976** – Community activists form “Sweet 14”, aiming to renovate and restore Union Square.
- **1976** – 14th Street Local Development Corporation (LDC) formed by a group of political, community and business leaders.
- **1984** – Formation of New York’s first Business Improvement District at 14th Street-Union Square



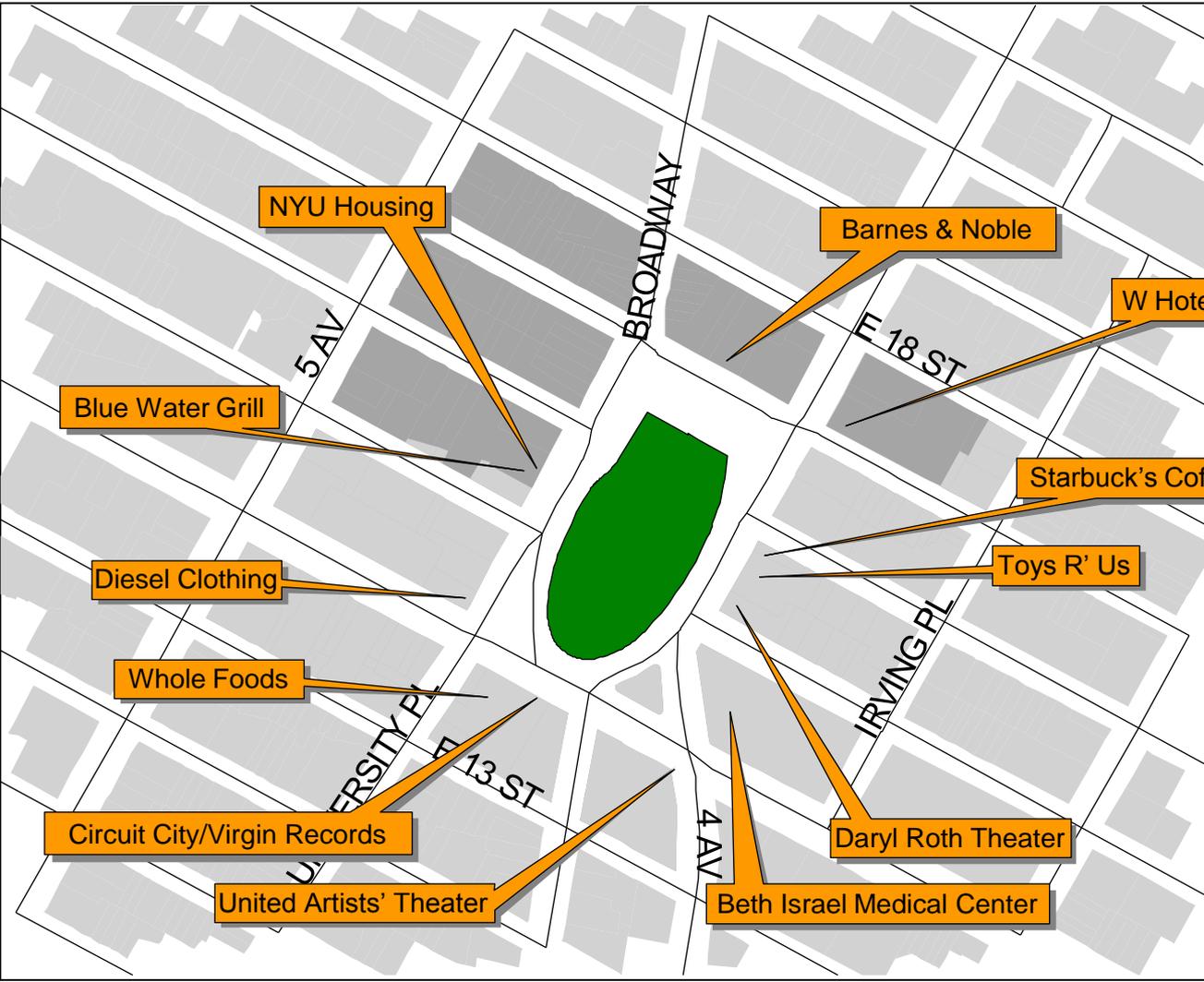
# Union Square Partnership

## Core Services

- Graffiti Removal
- Sidewalk & Street Sweeping
- Security
- Street Lighting
- Marketing Initiatives & Special Events



# Leveraging Public Dollars for Private Investment



# A Renaissance

- Union Square is one of the best examples in the City of a successful private and public collaborative effort to revitalize a neighborhood
- BID provides services to community, including working with a local high school and developing supportive housing for the homeless
- Today Union Square is one of the most popular and heavily utilized public spaces in the City

