

Fearless Girl

Applicant: DOT, State Street Global Advisors
Type: Permit for Statue Placement

April 11, 2022

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In 2017, we recognized the gender diversity challenge and the gap that persisted among company boards

Despite studies showing that diversity of thought is a key contributor to overall company performance, diversity on corporate boards still lagged.

In 2017

1 in 4

Major US public companies did not have a woman on their board¹



Opportunity

36.4%

Average increase in return on equity for companies with strong female leadership²

“According to PwC's analysis, the push for gender diversity on boards went mainstream with State Street Global Advisors' installation of the Fearless Girl statue on Wall Street in 2017 and subsequent shareholder activism for gender diversity.”

Fortune Magazine 10/19/19

¹ State Street Global Advisors Asset Stewardship Team February 2020.

² MSCI 2015.

Statue Installation Timeline

2017

Original Installation

- Installed opposite the Charging Bull statue on the eve of International Women’s Day 2017 (March 7).
- Was issued a temporary 7-day permit.
- Worked with the DOT to obtain a longer permit through their Arterventions program.
- Worked with the Mayor’s office to extend her stay.

2018

Current Placement

- In December 2018, Fearless Girl was reinstalled opposite the NYSE.
- Obtained a temporary 1-year permit from the LPC, with the understanding that we could work with the LPC each year to extend her permit at the staff-level, up to 3 years.
- Obtained two additional 1-year permits from the LPC in 2019 and 2020.

2021

New Permit Process

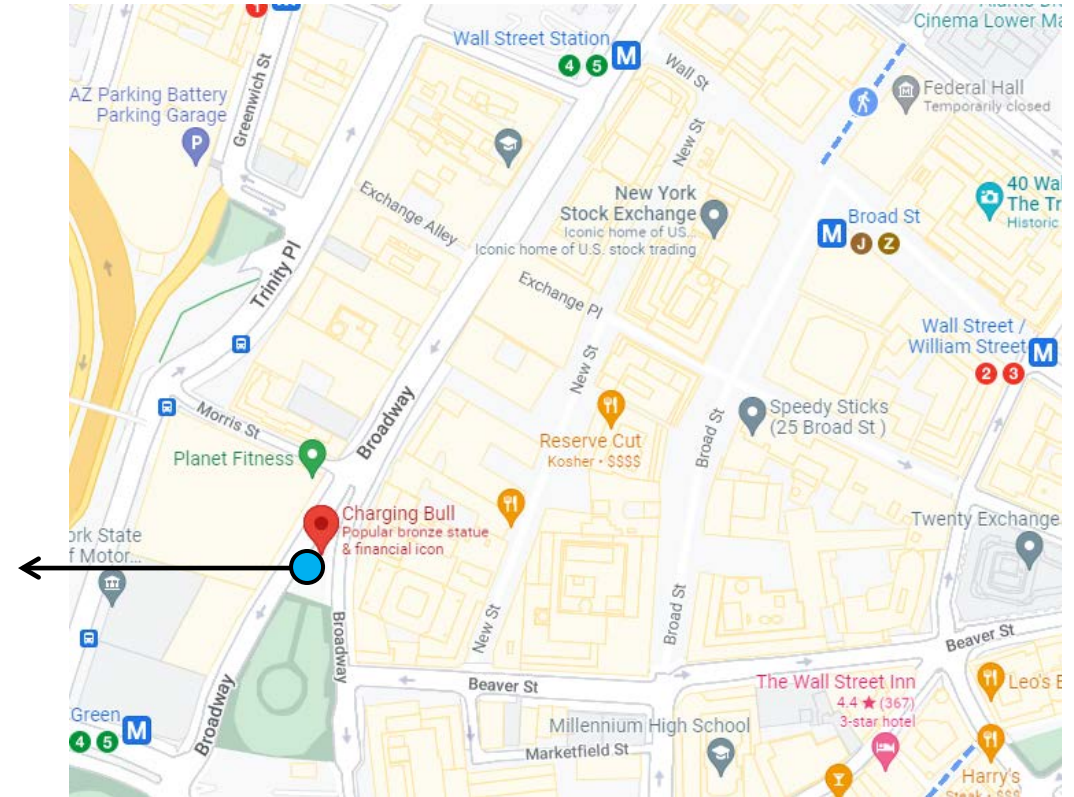
- With the third and final LPC temporary permit set to expire 11/29/21, initiated a new permit process.
- First, we went to CB1, and then the LPC where this renewal application was unanimously supported.

2022

PDC Request

- Now, we are at the PDC to request a new temporary 3-year permit be issued to keep Fearless Girl at her location on Broad Street.

2017 Original Statue Positioning



2017 Crowds flocked to see Fearless Girl

Crowds at original location.



Webcam footage of original location.



2018 New location on Broad Street



Sculpture by Kristen Visbal NYSE façade used with permission of NYSE Group, Inc.

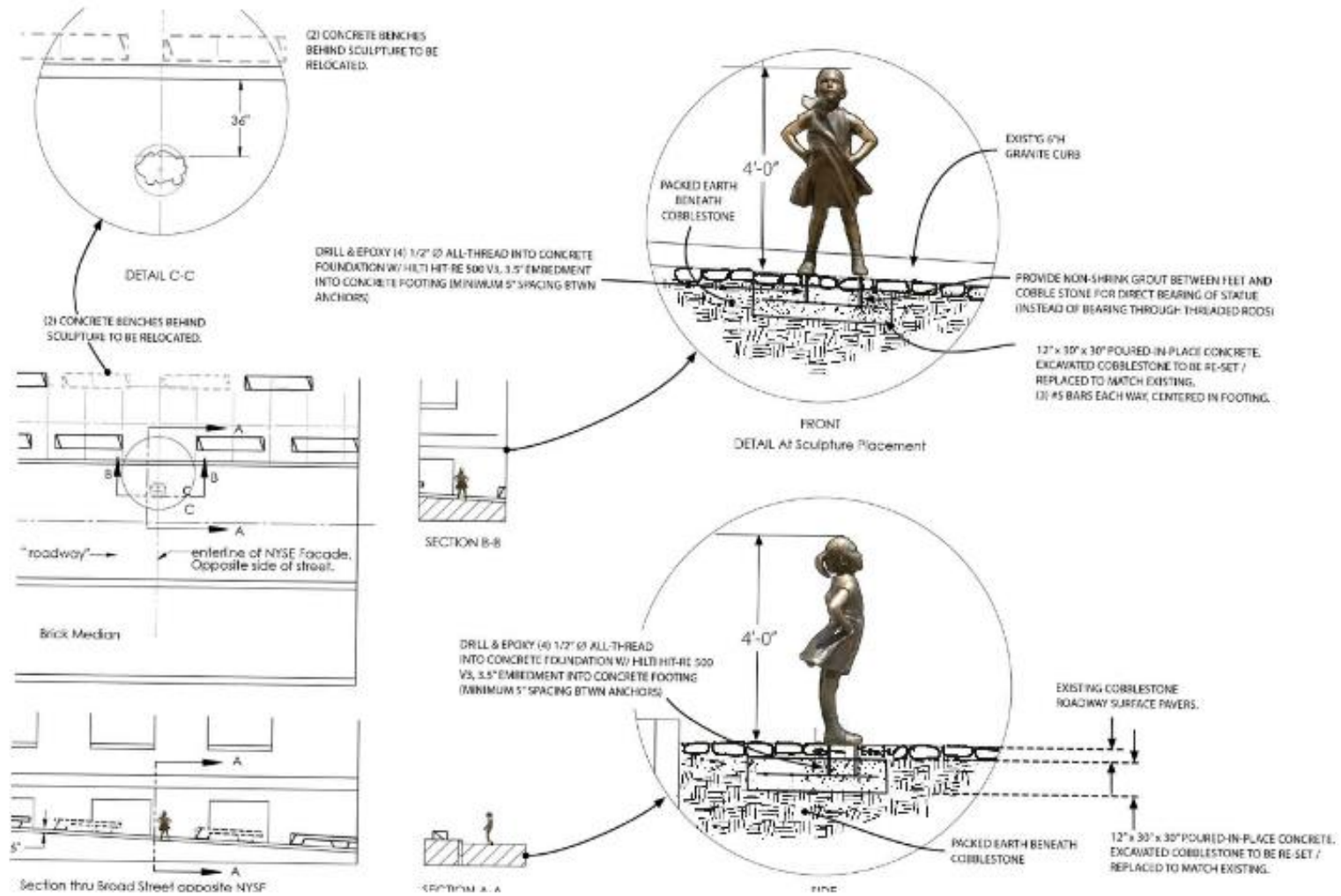
2018 The statue's relocation in front of the NYSE was informed by careful considerations of the site's context and maintenance needs

- Current location was less likely to draw crowds compared to the original placement. It is also more pedestrian friendly (safer for people visiting).
- Street with no vehicle traffic
- Emergency vehicles can still easily pass through
- Repatina process occurred when she was moved. Statue cleaning/maintenance takes place 1-2 times per month. We will plan a repatina process should the new permit be approved.



Sculpture by Kristen Visbal. Commissioned by State Street Global Advisors.

2018 Reinstallation Technical Drawing



2018 Importance of the NYSE location



Sculpture by Kristen Visbal. Commissioned by State Street Global Advisors.

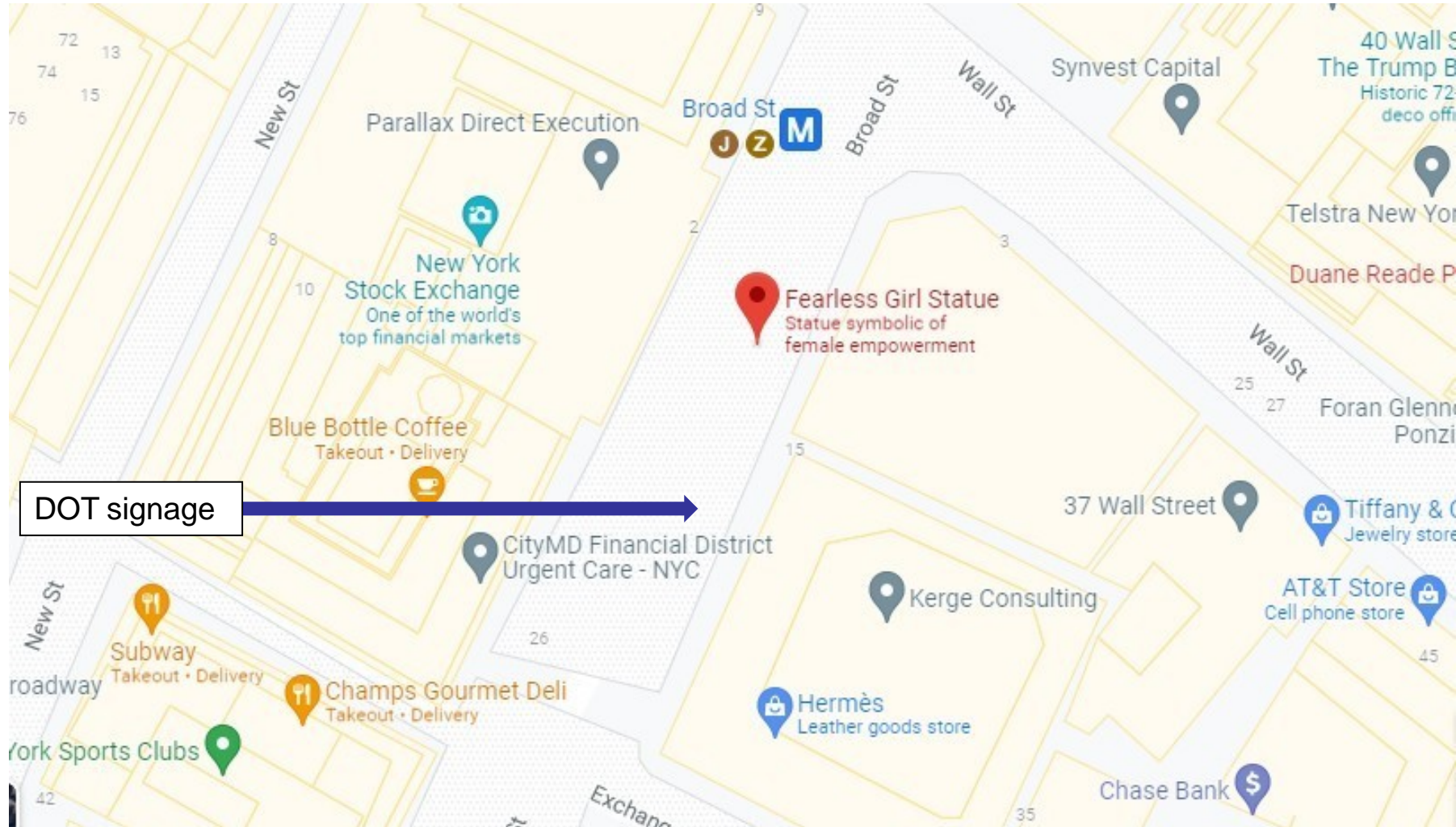


Sculpture by Kristen Visbal. Commissioned by State Street Global Advisors.
NYSE facade used with permission of NYSE Group, Inc.

2018 DOT Signage



2022 Current Placement and Signage



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Fearless Girl's impact is felt far beyond the boardroom



Sculpture by Kristen Visbal. Commissioned by State Street Global Advisors.
Photo Credit: Frederica Valabrega

Advocates organically started a change.org petition

The screenshot shows a change.org petition page. At the top, the change.org logo is on the left, and navigation links for 'Start a petition', 'Browse', and 'Membership' are in the center. On the right, there are search and 'Log in' options. The main heading of the petition is 'Make Wall Street's Fearless Girl Permanent', with a sub-heading 'Petitioning City of New York Mayor Bill de Blasio and 1 other'. Below this is the name of the petitioner, 'Nira Desai', from 'Washington, DC'. A photograph of the 'Fearless Girl' statue is displayed. To the right of the photo is a 'Sign this petition' section with a progress bar showing 39,952 supporters out of a goal of 50,000. Below the progress bar are input fields for 'First name', 'Last name', and 'Email', along with a 'Share with Facebook friends' checkbox and a red 'Sign' button. At the bottom of the sign section, there is a disclaimer: 'By signing, you accept Change.org's Terms of Service and Privacy Policy, and agree to receive occasional emails about campaigns on Change.org. You can unsubscribe at any time.'

This petition had 39,952 supporters

Today, Fearless Girl continues to be an NYC attraction...

DOWN TOWN ALLIANCE News Explore Do Business Meet The Alliance

Fearless Girl, by Kristen Visbal

Overview

Kristen Visbal's "Fearless Girl" was placed in front of "Charging Bull" statue at Bowling Green ahead of International Women's Day in 2017. The bronze statue is intended to celebrate female empowerment, placed in its original location by State Street Global Advisors to advertise an index fund comprised of companies led by women. In December 2018 the statue was moved to its current location on Broad Street, where it stands facing the New York Stock Exchange. Arnau Di Madoica, the artist behind "Charging Bull," objected to its original placement, arguing "Fearless Girl" altered his artistic intent and villainized the bull for commercial purposes. Others see "Fearless Girl" as a symbol of bravery and strength.



Fearless Girl, by Kristen Visbal

20 Broad Street
New York, New York 10004

Hours:
Monday: Open 24 Hours
Tuesday: Open 24 Hours
Wednesday: Open 24 Hours
Thursday: Open 24 Hours
Friday: Open 24 Hours
Saturday: Open 24 Hours
Sunday: Open 24 Hours

- J** "Good place for tourists located in the heart of wall street" ★★★★★
- K** "Really cool statue to bring attention to gender equality on Wall Street." ★★★★★
- [Profile]** "For a simple piece, it's a surprisingly moving work of art." ★★★★★

debjyoti das
Local Guide · 408 reviews · 1,546 photos
★★★★★ 4 months ago

I have loved this sculpture for a long time now so when I visited New York City, I made sure that it was on my list. Facing the New York Stock Exchange, on a Sunday afternoon it was generally busy with visitors taking opportunities to take a photo with the Fearless Girl.



Like

Nanda Jagadeesh Doijode
Local Guide · 353 reviews · 2,551 photos
★★★★★ 3 weeks ago **NEW**

This small fearless girl statue may go unnoticed if a few people are standing around. It is at ground level with no pedestal, so you need to look out for it. It is exactly opposite New York Stock Exchange building.... looking up fearlessly.



Like

...inviting new and local visitors...



DOWN TOWN ALLIANCE
News Explore Do Business Meet The Alliance

How To Enjoy Lower Manhattan In Two Days

02/25/2021 Arts & Culture

A Top Eleven (This List Goes To Eleven) Tour Of Things To See Downtown In Two Days

1. Statue of Liberty + Ellis Island (Castle Clinton National Monument)
2. Museum of Jewish Heritage (36 Battery Place)
3. Brookfield Place (230 Vesey Street)
4. World Trade Center Site, 9/11 Museum and One World Observatory
- 5. Charging Bull and Fearless Girl**
6. City Hall
7. African Burial Ground
8. Irish Hunger Memorial
9. The Seaport District/Pier 17
10. Stone Street
11. The SeaGlass Carousel



Rakesh Walter
Local Guide · 52 reviews · 958 photos

★★★★★ 5 months ago

The Fearless girl has been moved from in front the charging bull to in front the stock exchange building in the Wall Street area. It is a symbol that encourages gender diversity in place of employment and encourage agencies to actively recruit women. Either way it represents girl empowerment. The inscription stated below: "Know the power of women in leadership." I am a girl's dad, so I think that it is imperative to teach our girls to be courageous, bold and fearless. We should encourage our girls to pursue their dreams.. There is always someone taking pictures with the fearless girl usually tourists usually from all over the world which is really good to see.



4



Mafer Vega
Local Guide · 606 reviews · 2,363 photos

★★★★★ a month ago

Yes. Go. Take the iconic picture. The neighborhood itself is absolutely lovely and it's definitely worth the visit. I took the Subway (Metro 1) to Rector and it's a very easy walk from there. I then walked to Battery Park to take the ferry to Liberty Island. Very easy walk.

Like

...and inspiring people around the world.



Due to the pandemic, visiting Fearless Girl in person has been limited.



NewYork-Presbyterian @nyphospital · Jul 2, 2020

When #NYP/@ColumbiaMed 's VP & CNO Courtney Vose saw a photo of #FearlessGirl wearing a mask, it reminded her of how our #NYPHeroes turned their fear into grit in the face of #COVID19. Read more with #HealthMatters: nyphosp.co/3d5MZzk

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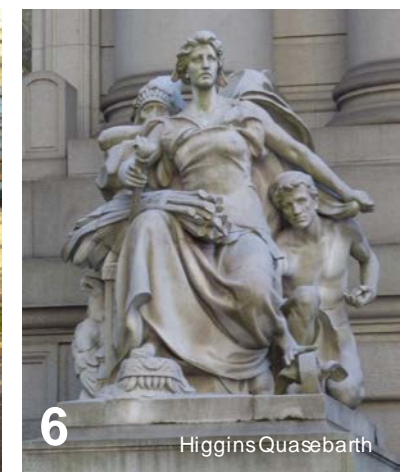
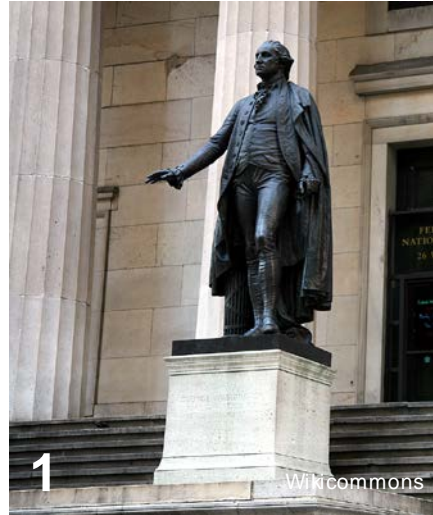
Fearless Girl is part of a rich and interrelated collection of works of architecture and public art in the Financial District.

This collection presents a multi-layered view of the history and culture of the area and encourages discussion and commemoration.

Fearless Girl promotes a new aspect of public engagement and representation within the Financial District.

Context: Public Art & Architecture

1. George Washington, Federal Hall
2. 23 Wall Street, 1920 Bomb Scars
3. Canyon of Heroes, Granite Markers
4. Charging Bull
5. Bowling Green Fence
6. US Custom House / National Museum of the American Indian



PDC Permit Application:

3-year temporary permit to keep Fearless Girl at her current location



Sculpture by Kristen Visbal. Commissioned by State Street Global Advisors.



Sculpture by Kristen Visbal. Commissioned by State Street Global Advisors.

APPENDIX

Creative Process: Initial Brief

March 2016

We partnered with our consulting agency, McCann, to think through how we could make a statement on the issue of the lack of women in leadership. The first creative iteration was a “charging cow” to stand opposite the Charging Bull that would ignite a conversation around gender diversity and make a powerful statement.

THE CHARGING COW

DRAFT CONCEPT



Rendering developed by McCann.

Creative Process: Initial Brief

November 1, 2016

After feedback and discussion after the initial idea was presented, this idea evolved to be a little girl facing the Charging Bull – to take a stand and inspire the next generation of female leaders.



Rendering developed by McCann.

Final Artwork

Kristen Visbal sculpted the statue and we are appreciative to have such an inspiring piece of artwork.

Sculpture by Kristen Visbal. Commissioned by State Street Global Advisors.

