

The current proposal is:

Preservation Department – Item 4, LPC-22-03354

**Broad Street, between Wall Street and Exchange Place - Street Plan
of New Amsterdam and Colonial New York - Individual Landmark
Borough of Manhattan**

To Testify Please Join Zoom

Webinar ID: 836 5295 0778

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Fearless Girl & Her Home in New York City

**Applicant: State Street Global Advisors
Type: Permit for Statue Placement**

December 14, 2021

Street Plan of New Amsterdam and Colonial New York

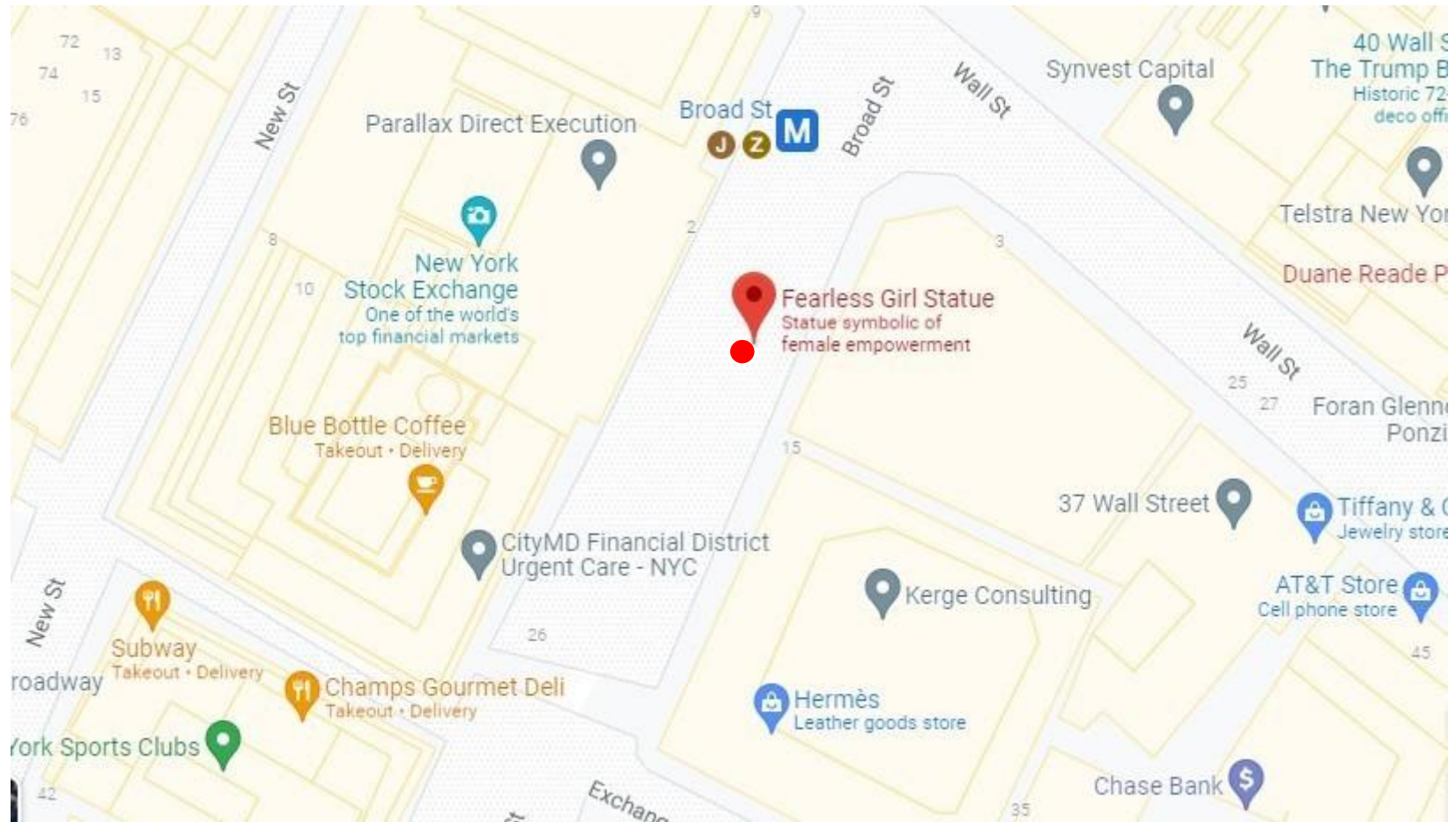
Landmarks Preservation Commission



• Current Statue Placement

Street Plan of New Amsterdam
and
Colonial New York

Statue's Current Placement



Street View Prior to Statue

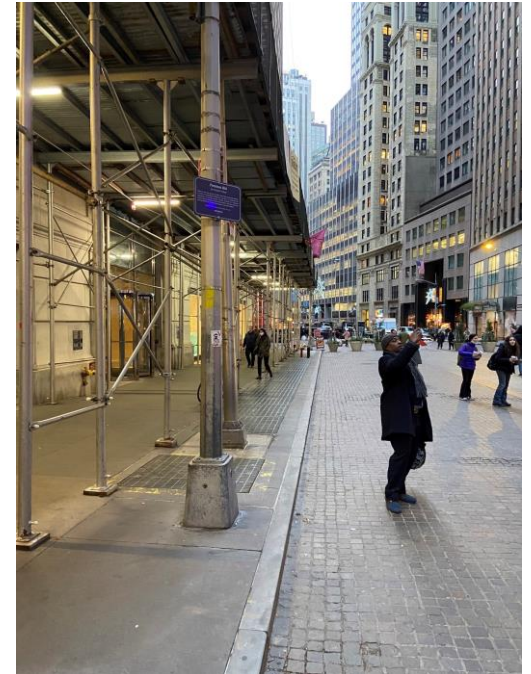


Current Approved Statue Positioning

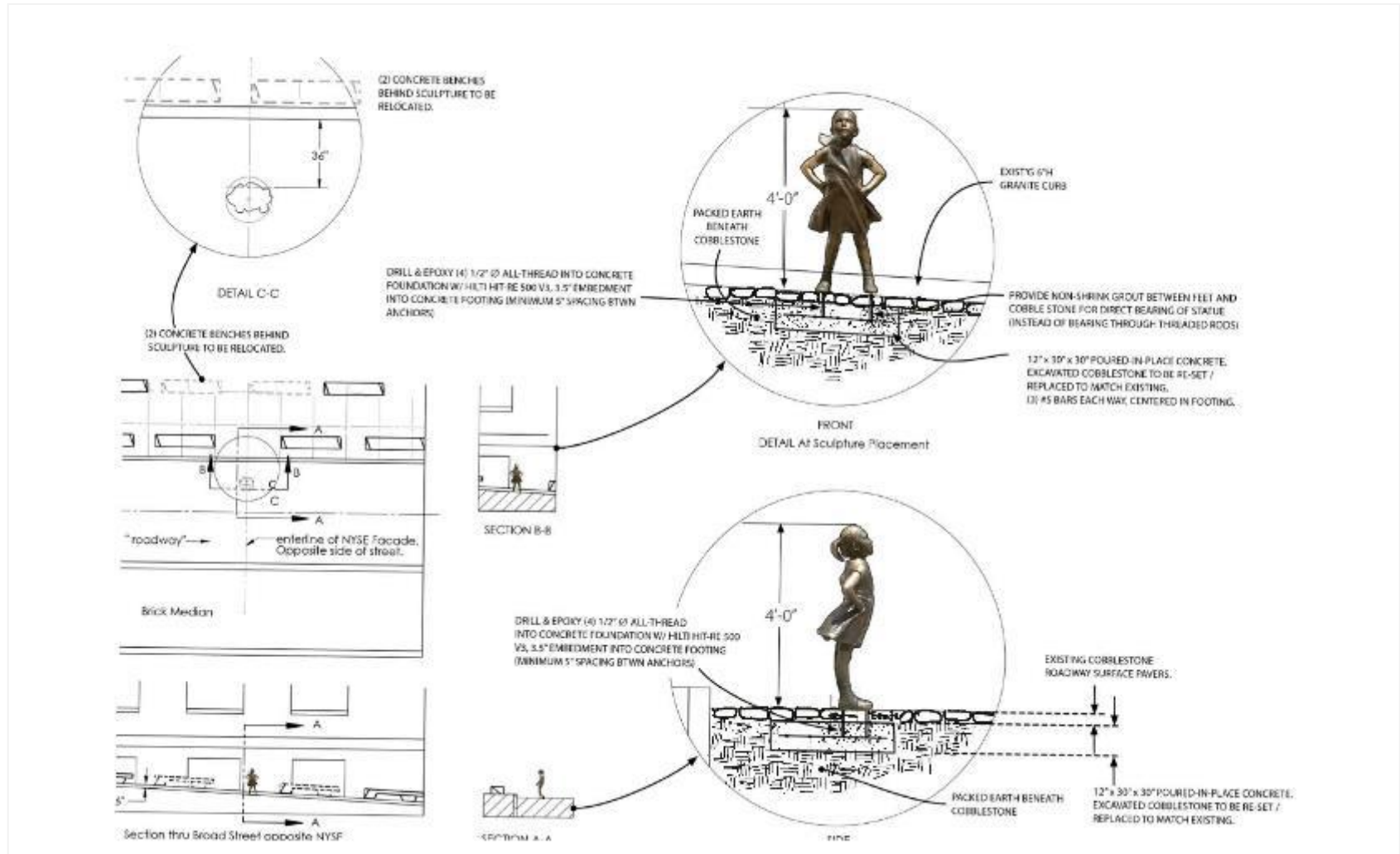


Sculpture by Kristen Visbal. Commissioned by State Street Global Advisors.

Signage Near the Statue at Current Location



Technical Drawing (2018 Reinstallation)



Previously approved bollards and benches near the NYSE



**We are here today to
discuss the Fearless
Girl statue permit.**

Background on Fearless Girl

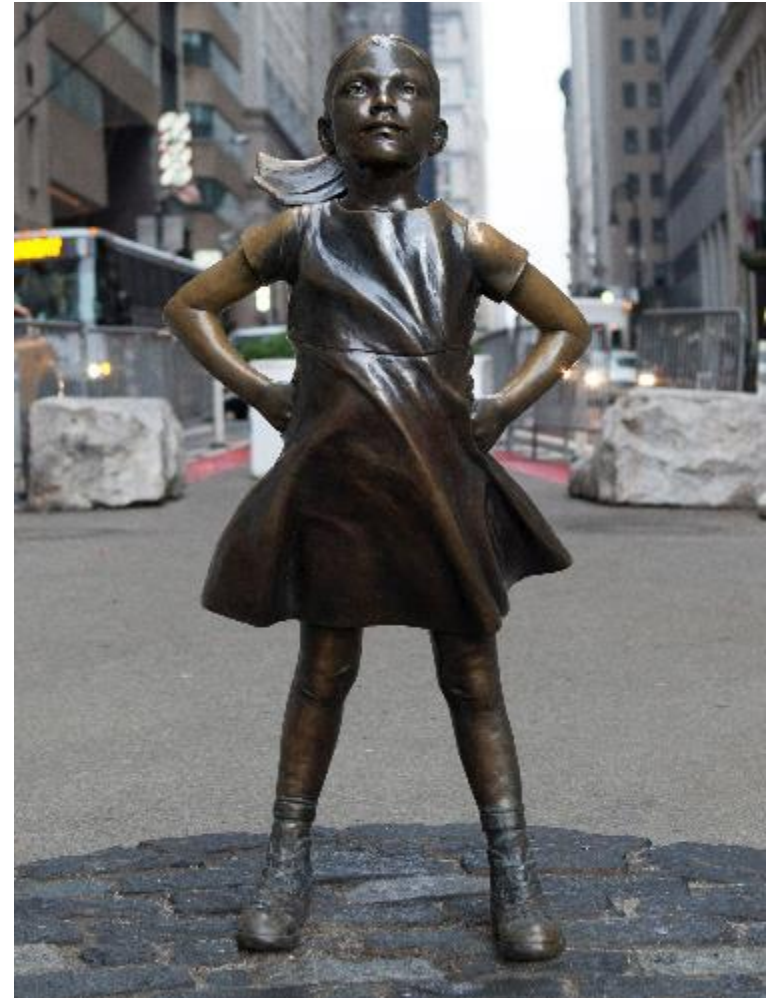
In March 2017, we called on companies in our portfolio to take steps to increase the number of women on their boards. We also issued guidance to help these companies take action.

In addition to calling on companies to increase women board members, on International Women's Day 2017, we placed a statue of a bold young girl in the heart of New York's financial district.

Fearless Girl was intended to ignite a broader conversation about the power and potential of women in leadership.

The statue was first placed at the Bowling Green opposite the Charging Bull.

She was only intended to be there for a short period of time, but the overwhelming response from the public to keep her in New York led us to work with the City to extend her stay.



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

In 2018, we worked closely with the City of New York to move her to a new home and an even bigger stage



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

The Unveiling Video: https://www.linkedin.com/posts/cyrus-taraporevala-86286a106_fearlessgirl-activity-6477978249870786561-lpoT

Requested LPC Approvals/Reviews

- 3-year permit to keep Fearless Girl at her current location
- No further paving or alterations at this time



Appendix

Additional Context For Reference

State Street Global Advisors is the Asset Management Arm of State Street Corporation

About State Street Global Advisors

\$3.86

Trillion in Assets¹

2300+

Clients²

60

Countries with Clients²

10

Investment Centers²

As the asset management arm of State Street Corporation, we are the creator of the world's first ETFs and an indexing pioneer. Over the past 40 years we have built a universe of active and index strategies across asset classes to help our clients, and those who rely on them, achieve their investment goals.

Our mission is to invest responsibly to enable economic prosperity and social progress.

¹ This figure is presented as of September 30, 2021 and includes approximately \$59.84 billion of assets with respect to SPDR products for which State Street Global Advisors Funds Distributors, LLC (SSGA FD) acts solely as the marketing agent. SSGA FD and State Street Global Advisors are affiliated.

² As of September 30, 2021.

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



Russell 3000 companies did not have a woman on their board¹

Opportunity

36.4%

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

\$28 Trillion

Increase in global GDP if women participate in the economy identically to men³

¹State Street Global Advisors Asset Stewardship Team February 2020. ²MSCI 2015. ³McKinsey Global Institute 2017, Figure shown in USD.

With the launch of Fearless Girl, the public response exceeded our expectations; millions of people across six continents took notice

**4.6B Twitter +
745M Instagram
impressions**

Source: Spreadfast Intelligence May 2017

140.5M
print and digital
mentions

Source: Vocus 3/31/17



Chelsea Clinton @ChelseaClinton

1.5 M followers

Downtown #NYC has some new art with a powerful message for #IWD2017 ♀ (& I hope it stays in place): bit.ly/2mFlynO



Katie Couric 10 hrs · 🌐

1.7 M followers

NYC Mayor: 'Fearless Girl' statue can stay through Feb. 2018



Bill de Blasio @NYCMayor

890 K followers

Our future rests in the hands of fearless girls.



NYSE @NYSE · 3/7/17

1.5 M followers

Lower Manhattan has a new piece of art next to the famous Charging Bull: "The Fearless Girl"



Arianna Huffington @ariannahuff

2.6 M followers

The reason why we should all be inspired by 'The Fearless Girl' goo.gl/cd0Zd9



Emma Watson @EmmaWatson

24 M followers

nytimes.com/2017/03/08/opi...
#IWD2017 ♀

arianagrande

99.7 M followers



rondarousey

9.5 M followers



Retweeted by Jack Dorsey
Twitter CEO



Twitter Women @T...
Celebrating the power of women's leadership. #IWD ♀

4 M followers



Jessica Chastain @jes...
Lets make this statue permanent!!! Its so inspiring. Women hold up half the sky. ❤️

422.6 K followers



George Takei @GeorgeTakei

2.2 M followers

Thanks to public demand, NYC has extended Fearless Girl's permit, so she'll be taking no bull on Wall St. for another year.



Valerie Jarrett @Valeri...
Inclusion is a strength! Spread the word. International Women's Day 2017: Wall Street Meets "The Fearless Girl"

23.5 K followers



MARKETS

State Street to Start Voting Against Companies That Don't Have Women Directors

Firms won't have an exact quota for compliance with State Street's mandate, but must prove they attempted to improve a lack of diversity

By [JOANN S. LUBLIN](#) and [SARAH KROUSE](#)

March 7, 2017 12:01 a.m. ET



The public even started a change.org petition

Petitioning City of New York Mayor Bill de Blasio and 1 other

Make Wall Street's Fearless Girl Permanent

 **Nira Desai** Washington, DC



In a bold and brilliant move, State Street Global Advisors installed a temporary statue of a defiant, fearless young girl in front of the Wall Street bull in New York City. The statue, created by artist Kristen Visbal, is meant to create awareness for the need for greater gender diversity on boards on International Women's Day.

Sign this petition

Your info will stay private.


38,622 supporters

11,478 needed to reach 50,000

First name

Last name

Email

 Share with Facebook friends

Sign

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.

When we placed her at NYSE in 2018, we were very thoughtful about the space and committed to the statue's maintenance

- New location was less likely to draw crowds compared to the original placement. Current location is also more pedestrian friendly (safer for people visiting)
- Street with no vehicle traffic
- Emergency vehicles can still easily pass through
- Statue cleaning/maintenance takes place 1-2 times per month
- The NYSE facing the statue shares a powerful, positive, and inspirational message – with continued support from our NYSE partners

Original placement



Current placement



Sculpture by Kristen Visbal, commissioned by State Street Global Advisors.

We received support from key partners for the reinstatement in 2018

- New York Mayor's Office (Mayor Bill de Blasio)
- Department of Transportation (DOT)
- Landmark Preservation Commission (LPC)
- Chair and Commissioner, Carmelyn Malalis, NYC Commission on Human Rights
- The New York Stock Exchange (Stacey Cunningham)
- Congresswoman Carolyn Maloney



The coverage of Fearless Girl's reinstallation at the NYSE was overwhelmingly positive



'Fearless Girl' unveiled in front of NYSE, moved away from 'Charging Bull'

PUBLISHED MON, DEC 10 10:30 AM EST. UPDATED MON, DEC 10 10:18 AM EST

Tom Ichniowski

KEY POINTS

- The statue of the "Fearless Girl" has been moved to be seen from most of the New York Stock Exchange.
- The girl's head has been tilted a degree with 30 million of her eyes, which are encouraged to "stare" at her "themselves."
- More than 300 cameras recorded the girl's "look" by using a "female director."

The Fearless Girl statue is unveiled in front of the New York Stock Exchange (NYSE) on Monday, Dec. 10, 2016. The statue is a four-foot bronze sculpture of a girl with a defiant look on her face, wearing a black dress and a black hat. She is standing in front of the NYSE building, which has a sign that says "STATE STREET GLOBAL ADVISORS".

The New York Times

'Fearless Girl' Statue Finds a New Home: At the New York Stock Exchange

The "Fearless Girl" sculpture has been relocated to stand opposite the New York Stock Exchange. The statue was installed in Lower Manhattan by a Boston-based financial firm to draw attention to "the power of women in leadership."

Track: A. Chrysiades, Franco-Franco — Getty Images

By Sandra E. Garcia
Dec. 10, 2016

A four-foot bronze statue of a girl sporting a defiant look on her face appeared in Lower Manhattan on the eve of International Women's Day in March 2017. The sculpture soon became known as the Fearless Girl, captivating New Yorkers and tourists alike.

Carolyn B. Maloney @RepMaloney - Dec 10, 2016
Today the #FearlessGirl arrived at her new home outside of the #NYSE! I'm thrilled that she will have a permanent place in NYC and continue to be a symbol for gender equality!

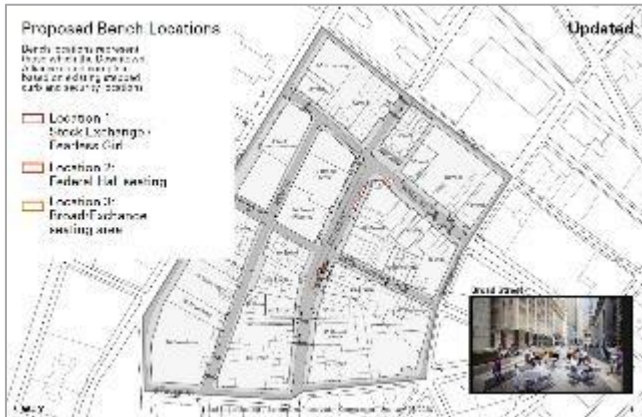
City of New York @NYC
The #FearlessGirl statue of her new location in front of the New York Stock Exchange. #WallStreet #NYSEL

Remember the statue of the year down a bull on Wall Street in NYC permanent home.

She is now staring down the New York Stock Exchange.

7:37 AM - Dec 10, 2016 - Twitter for Android

The Recently Approved Seating Plan Project



Federal Hall View



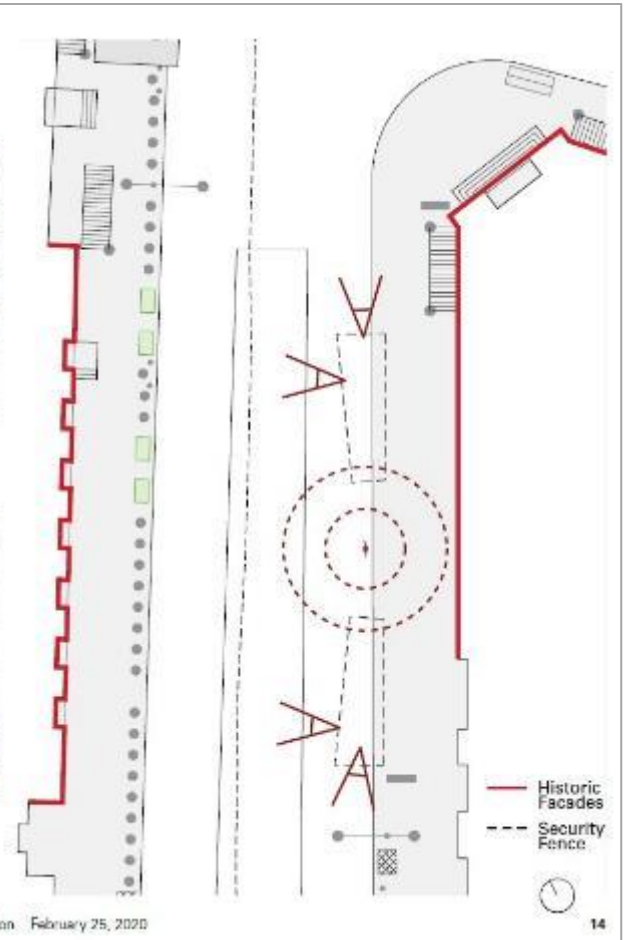
Framing Fearless Girl



Broad Street View



Stock Exchange View



WXY

Broad Street Seating / Landmarks Preservation Commission February 25, 2020

14

Note this is not a State Street Global Advisors project.

Her Impact Continues

“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

Gender Diversity Voting Record

Since 2018, our Asset Stewardship team has identified 1,486 companies in our investment portfolio in the US, UK, Australia, Canada, Japan, continental Europe, Hong Kong and Singapore with no women on their boards, and made clear we would use our proxy voting power to effect change if they failed to act.

1,486

Companies were identified for not having a woman on their board.

862

Companies (approximately 58%) of those identified have added a female director.

313

Company boards voted against in year four of the campaign (March 2020-February 2021).

State Street Global Advisors Asset Stewardship Team, as of February 2021.

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Web: www.ssga.com

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Expiration date: 10/31/2022

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