

LOWER EAST SIDE PARTNERSHIP FY20 ANNUAL MEETING + COVID-19 RELIEF



AGENDA

FY20 ANNUAL MEETING + COVID-19 RELIEF

- + Welcome & Call to Order **5** MINS
- + FY20 Operations Overview **20** MINS
- + Budget **5** MINS
- + Questions & Comments **10** MINS
- + FY20 Board of Directors Elections **10** MINS
- + Adjournment **2** MINS
- + Board Meeting **20** MINS

FY20 + 2020 Social Media Metrics

FY20 JUNE 19-JUNE 20

Twitter

- + **13.3K** TOTAL FOLLOWERS
- + **301K** TOTAL TWEET IMPRESSIONS
- + **3.9K** UNIQUE PROFILE VISITS
- + **47** AVG MONTHLY MENTIONS

Facebook

- + **4.6K** TOTAL FOLLOWERS

Instagram

- + **10.9K** TOTAL FOLLOWERS

CALENDAR YEAR 2020

Twitter

- + **13.7K** TOTAL FOLLOWERS
- + **249.8K** TOTAL TWEET IMPRESSIONS
- + **5.1K** UNIQUE PROFILE VISITS
- + **62** AVG MONTHLY MENTIONS

Facebook

- + **5K** TOTAL FOLLOWERS

Instagram

- + **13.2K** TOTAL FOLLOWERS

TOP POSTS



1,302 LIKES



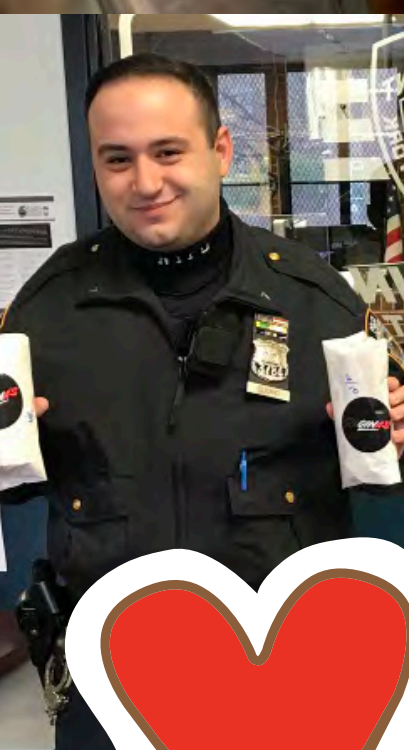
1,227 LIKES



ANNUAL MEETING • 2020 + COVID-19 RELIEF

Lower East Side Relief Fundraiser

We are thrilled that we exceeded our fundraising goal and matched dollar for dollar more than \$10,000 in contributions for frontline workers stationed on the Lower East Side. In April we provided 3,510 meals to NYPD's 7th Precinct and FDNY's Engine 15/Ladder 18 Battalion, Engine 9/Ladder 6, and EMS Division 1/Station 4. These hot meals were prepared by more than 20 local restaurants and food purveyors operating in our community.



\$10,615 RAISED

**MATCHED BY LESP
DOLLAR FOR FOR DOLLAR**

TO DONATE

3,510 MEALS

PREPARED BY

**21 LOCAL RESTAURANTS
& FOOD PURVEYORS**



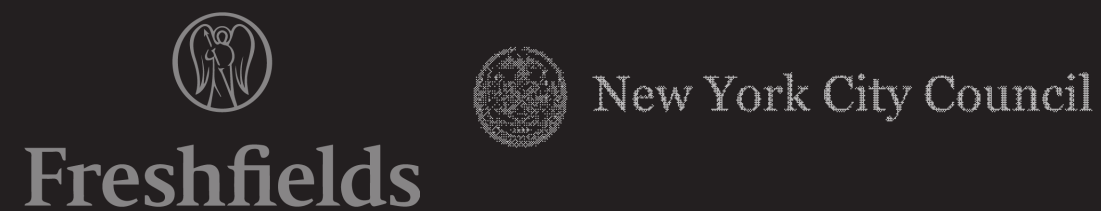
Webinars

At the start of the COVID-19 shutdown, LESP launched a series of webinars aimed at informing and supporting the Lower East Side merchant community. We orchestrated three in-depth programs covering the federal aid in collaboration with the U.S. Small Business Administration (SBA), Congress Woman Maloney, Councilwoman Rivera, and State Senator Brad Hoylman. We also hosted a webinar with Pace's Small Business Center to help businesses understand the additional community resources available.



PPP Application Webinar and Legal Support

The Freshfields legal team and Councilwoman Carlina Rivera explained the programs and initiatives in the Coronavirus Aid, Relief, and Economic Security (CARES) Act passed by Congress.



Congresswoman Maloney & SBA Q+A

Robert Piechota from the U.S. Small Business Administration and Congresswoman Carolyn Maloney answered questions about the programs and initiatives in the Coronavirus Aid, Relief and Economic Security (CARES) Act, including the Paycheck Protection Program (PPP).



Strategies & Resources Webinar for Small Business

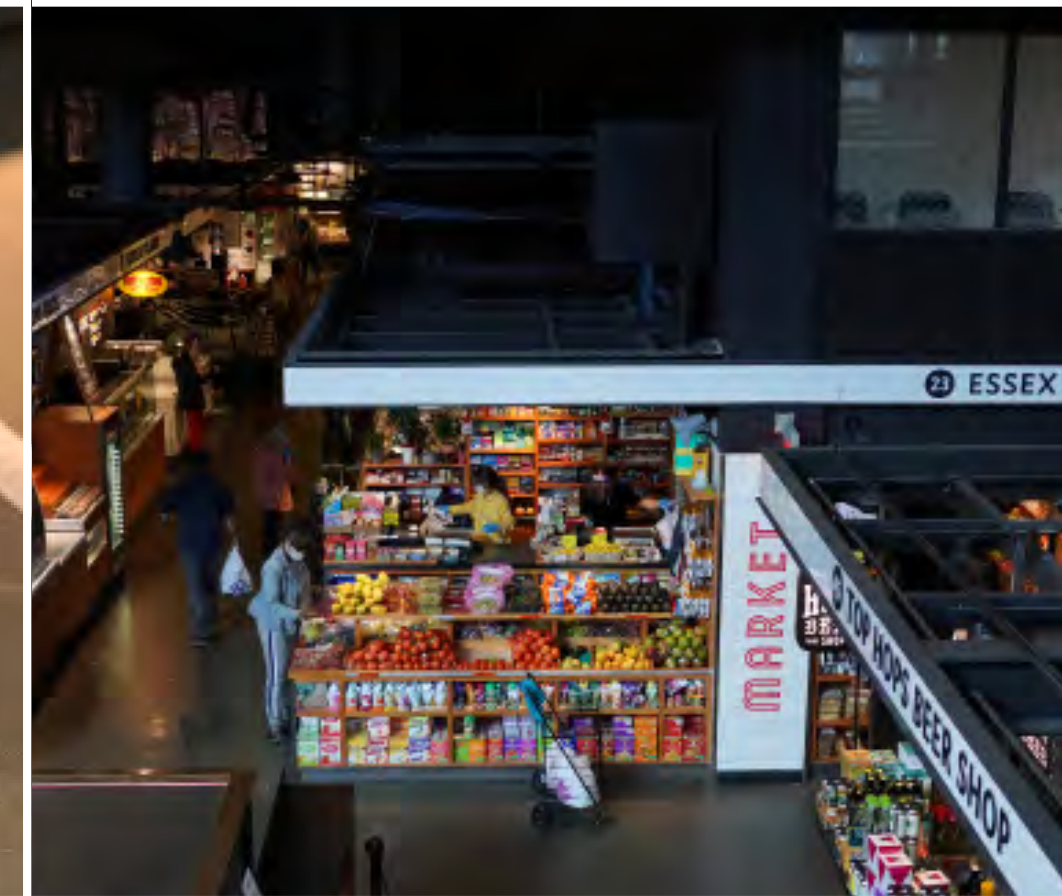
Andrew Flamm, Director of Pace University's Small Business Development Center, spoke on public and private funding options, and offered tips for strategizing and adapting your business in this current moment.



Merchant Support: COVID-19

Facility Amendments for COVID-19

Essex Market has remained open throughout the pandemic with changes to hours and procedures for the safety of vendors, customers and staff. In late March, the market reduced its hours to close at 6pm seven days a week and offer reserved shopping hours for seniors and at-risk shoppers from 8am-9am. We also designed and printed various signage throughout the market to help shoppers maintain the recommended 6 feet for social distancing while waiting in line to pay.



Mask Distribution

We partnered with the Department of Small Business Services to help distribute 26,000 face coverings to local businesses and their employees. Four days per week a LESP staff member is at 54 Orchard Street for merchants to safely pick-up masks. The program has been well received by businesses in Chinatown, Lower East Side, and East Village.



careers
businesses
neighborhoods

Virtual Programming

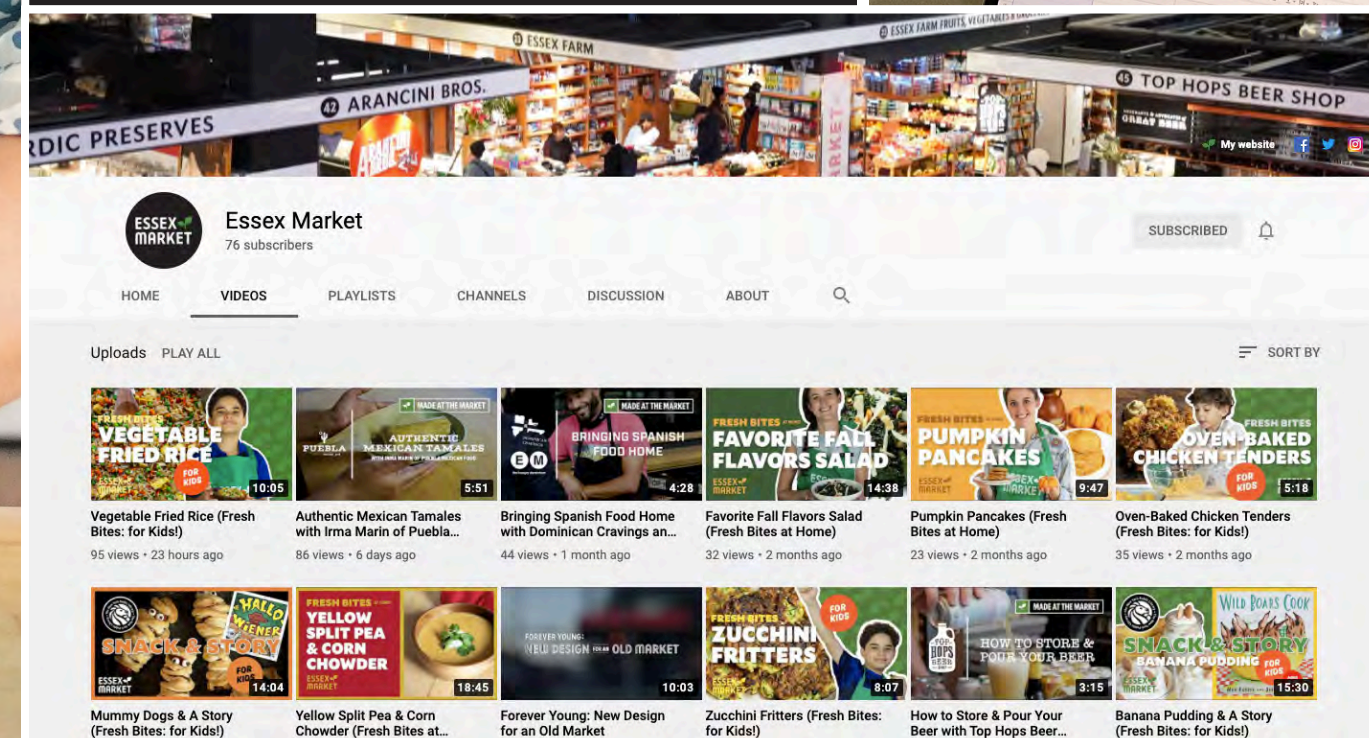
Since 2017, the Fresh Bites cooking program has provided residents and shoppers with free cooking and nutrition education. Now we've taken the program online: Fresh Bites At Home hosts weekly virtual workshops for a variety of audiences, including: public classes for adults and families; after-school kids classes in partnership with the Department of Education; classes adapted for adults with disabilities; and senior-focused classes for local settlement houses. All programs are hosted live from Essex Market's demonstration kitchen, and many are recorded and posted to the market's new YouTube channel.

We have worked closely with vendors to produce "Made At The Market", which features small business owners speaking about their personal histories and doing a recipe demonstration. These videos are released on IGTV and YouTube.



Fresh Bites Virtual Classes

25



Partner Programming

Public School Engagement

The Essex Market team continues to host weekly virtual after-school programs for students at PS 20 Anna Silver School, including Fresh Bites for Kids and The Edible Experiment. The Market has also partnered with the Department of Education's City Seekers program to provide virtual cooking experiences where kids and families can cook together live with a different vendor every month. Lastly, vendors donated 50 turkeys and bags of fresh produce to PS 20 families in need for Thanksgiving.



AHRC Classes

18

Serving Disabled Adults

Essex Market has a longstanding partnership with AHRC NYC, a nonprofit organization serving people with intellectual and other developmental disabilities. Community Programs Manager Lauren Margolis hosts a weekly virtual cooking class for about 30 adults who can engage in the fun of cooking and even make the recipe at home.



Fresh Food For Our Friends

The Fresh Food For Our Friends fundraiser was a collaborative effort between LESP and Essex Market to continue our efforts to donate groceries to local residents. The campaign ran through early June and raised \$8,500 through the sale of custom t-shirts and tote bags, and individual donations. With these funds, we distributed over 500 bags of fresh groceries to residents in need in partnership with Grand Street Settlement, Chinese-American Planning Council and NYCHA. That's nearly 6,000 pounds of produce and pantry items!



Public Space

Public Space Improvements: Street Seats

Through close work with the DOT the Partnership has implemented numerous streetscape and public space improvements throughout 2020. We were able to realize the Essex Market Street Seats through repurposing otherwise underutilized streetscape elements such as bistro tables and chairs, concrete jersey barriers, while receiving new planters from the DOT. Rotating seasonal plantings are provided by the Horticultural Society and make for an attractive year round seating area. The 52 tables and 26 tables provides reliable seating for market patrons and the community at large.



Open Streets & Restaurants

Open Streets Program

We now operate one of the largest contiguous Open Streets programs in New York City. The program began in the spring with restricting blocks to local vehicular traffic with the goal of increasing foot traffic while providing increased space for social distancing. Through regular reworking we were able to develop effective barricade and gateway treatments which are successful in limiting targeted blocks to local traffic only. Due to the lightweight nature of our barricade treatments they are easily altered to react to the needs of local businesses.



Open Restaurants Program

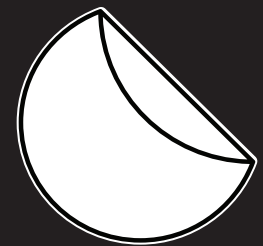
During the Summer we expanded program offerings beyond Open Streets and utilized our extensive gateway treatments to implement the Open Restaurants Program. Thanks to our effective barricade treatments and signage, restaurateurs were invited to set up dining on the roadway surface absent of the typically required 18" barriers. The program was operational on weekend evenings as no vehicular traffic was permitted and was enthusiastically received by qualified vendors as it was an opportunity to increase much needed dining capacity. We look forward to implementing this program as a regular offering.



Block by Block Sanitation



Instances of Graffiti Removed
+ 3,123



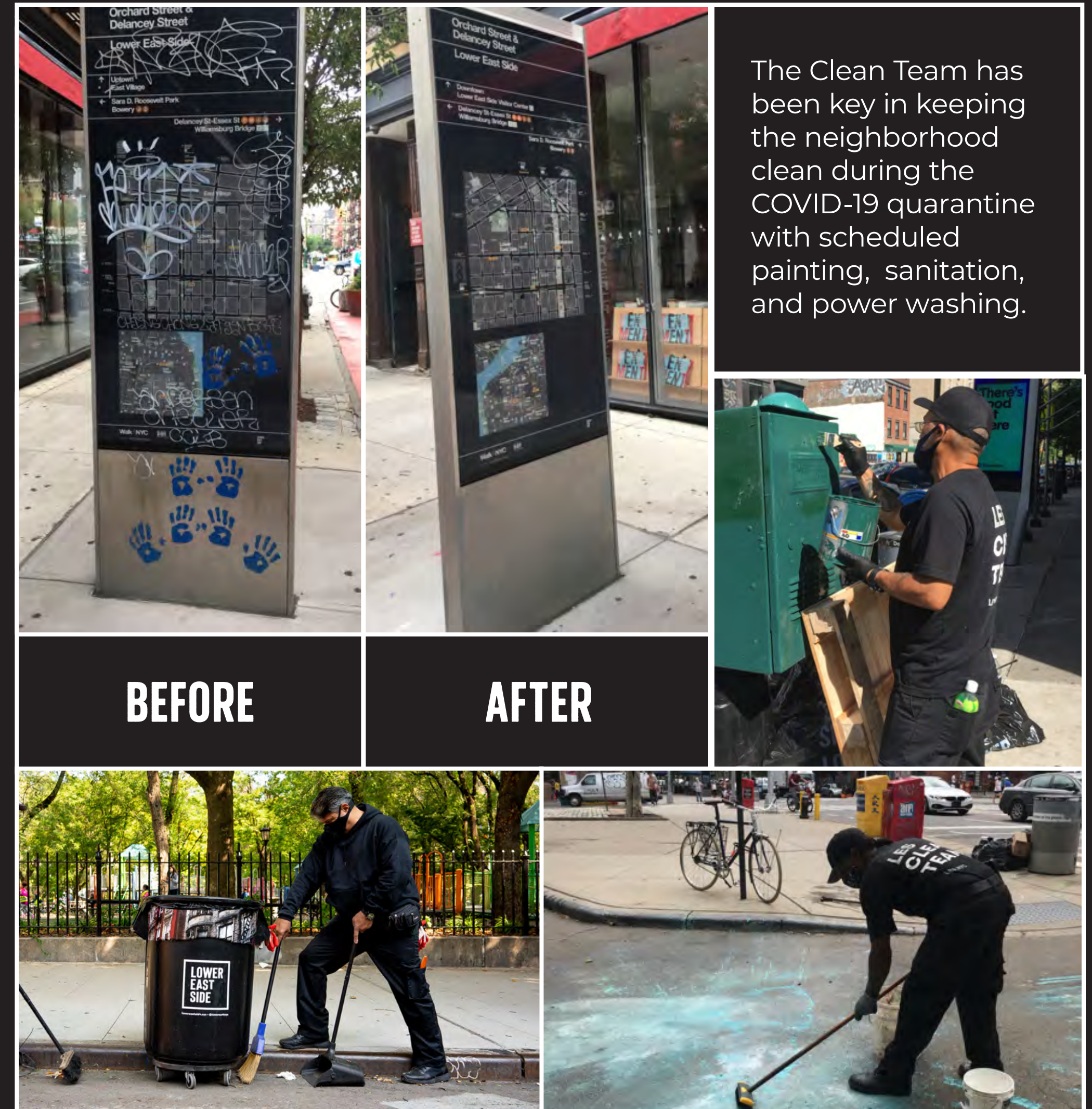
Bills & Stickers
+ 69,527



Trash
+ 584,726 LBS



Planters Planted
+ 72

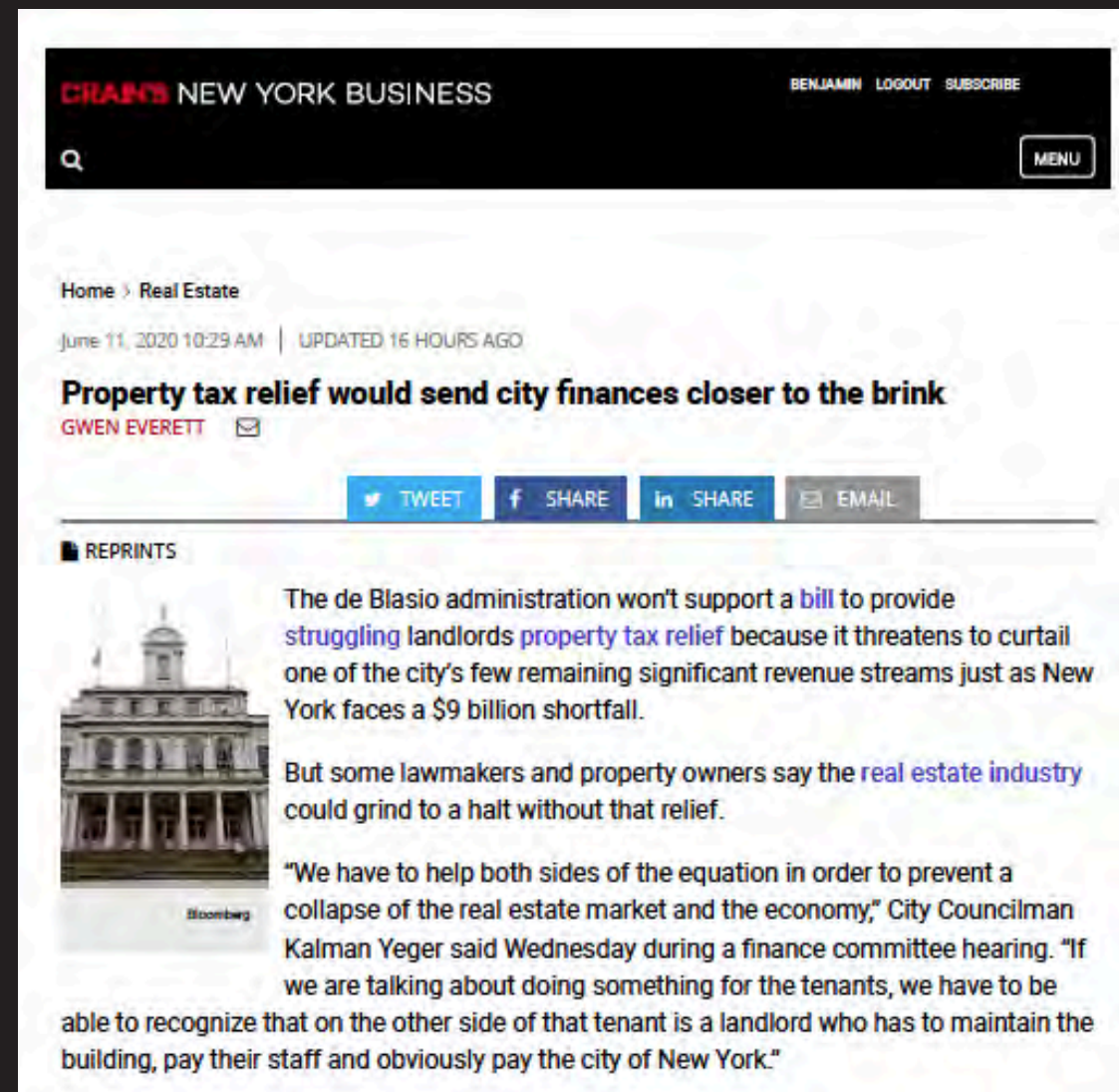


The Clean Team has been key in keeping the neighborhood clean during the COVID-19 quarantine with scheduled painting, sanitation, and power washing.

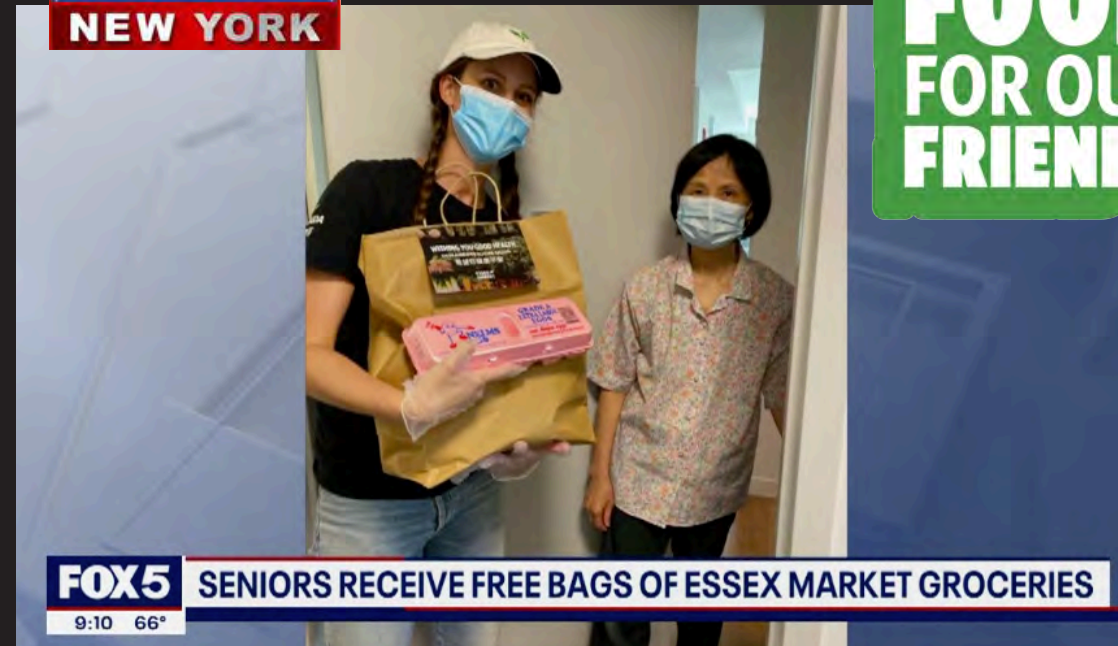
BEFORE

AFTER

Press

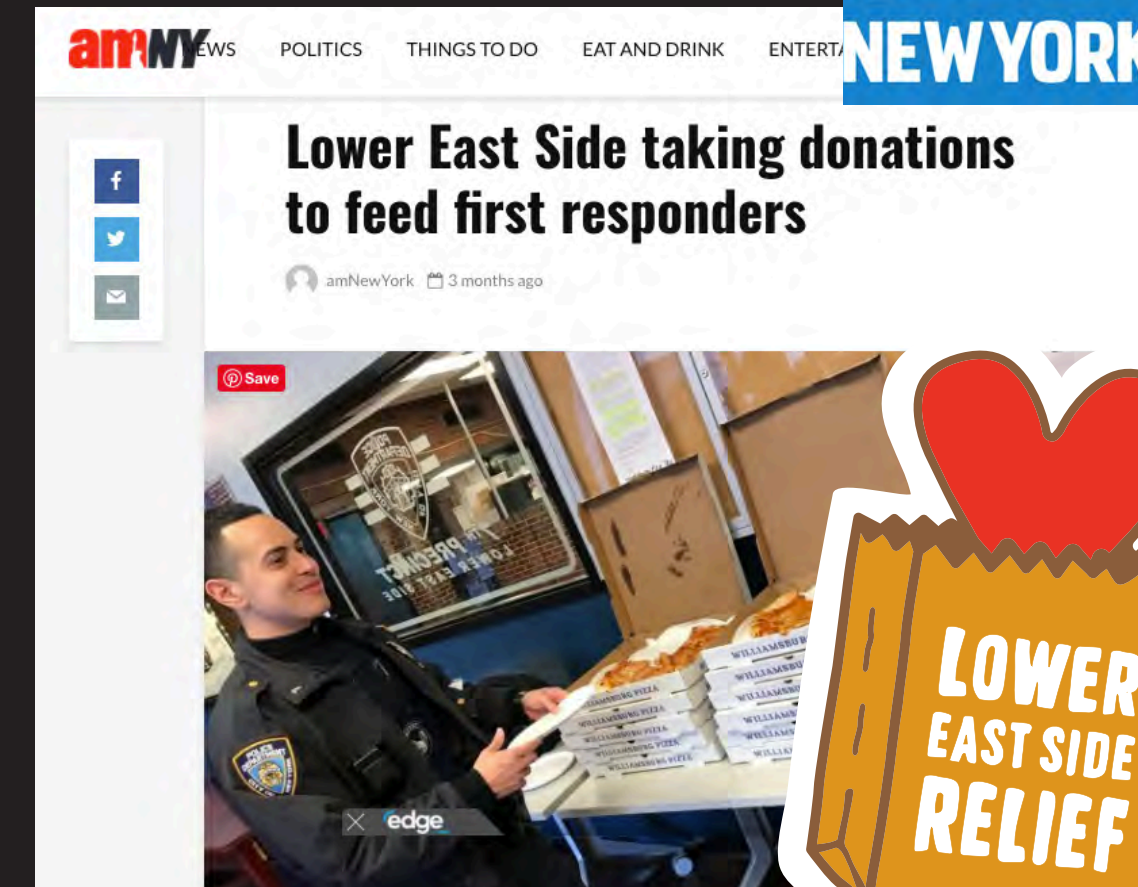


FEATURING
MIKE FORREST + MARK MILLER

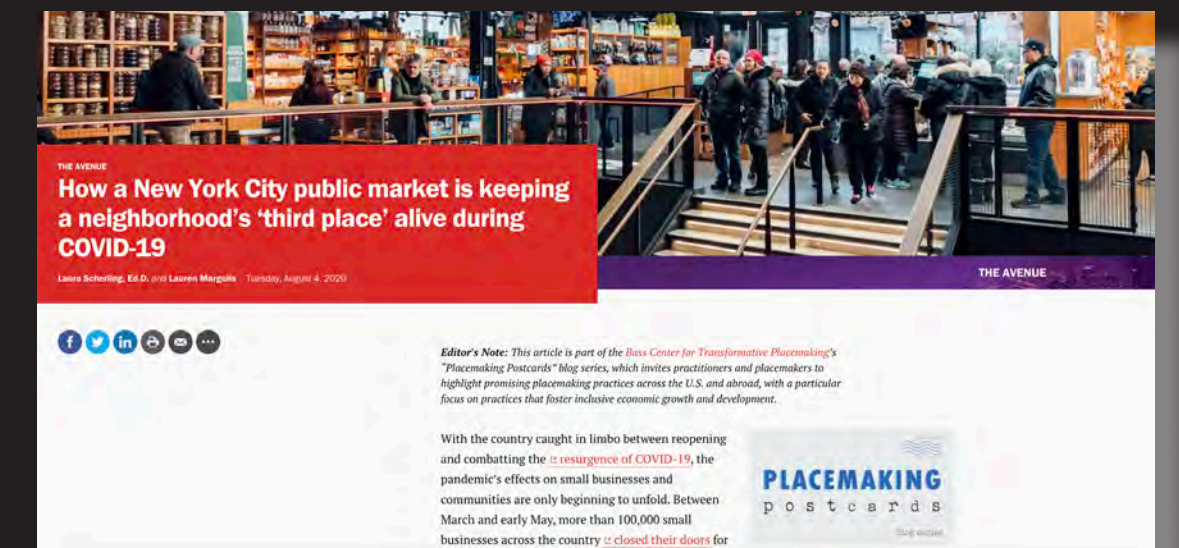


“Hero of the Day”

FEATURING ESSEX MARKET'S
FRESH FOOD FOR OUR FRIENDS

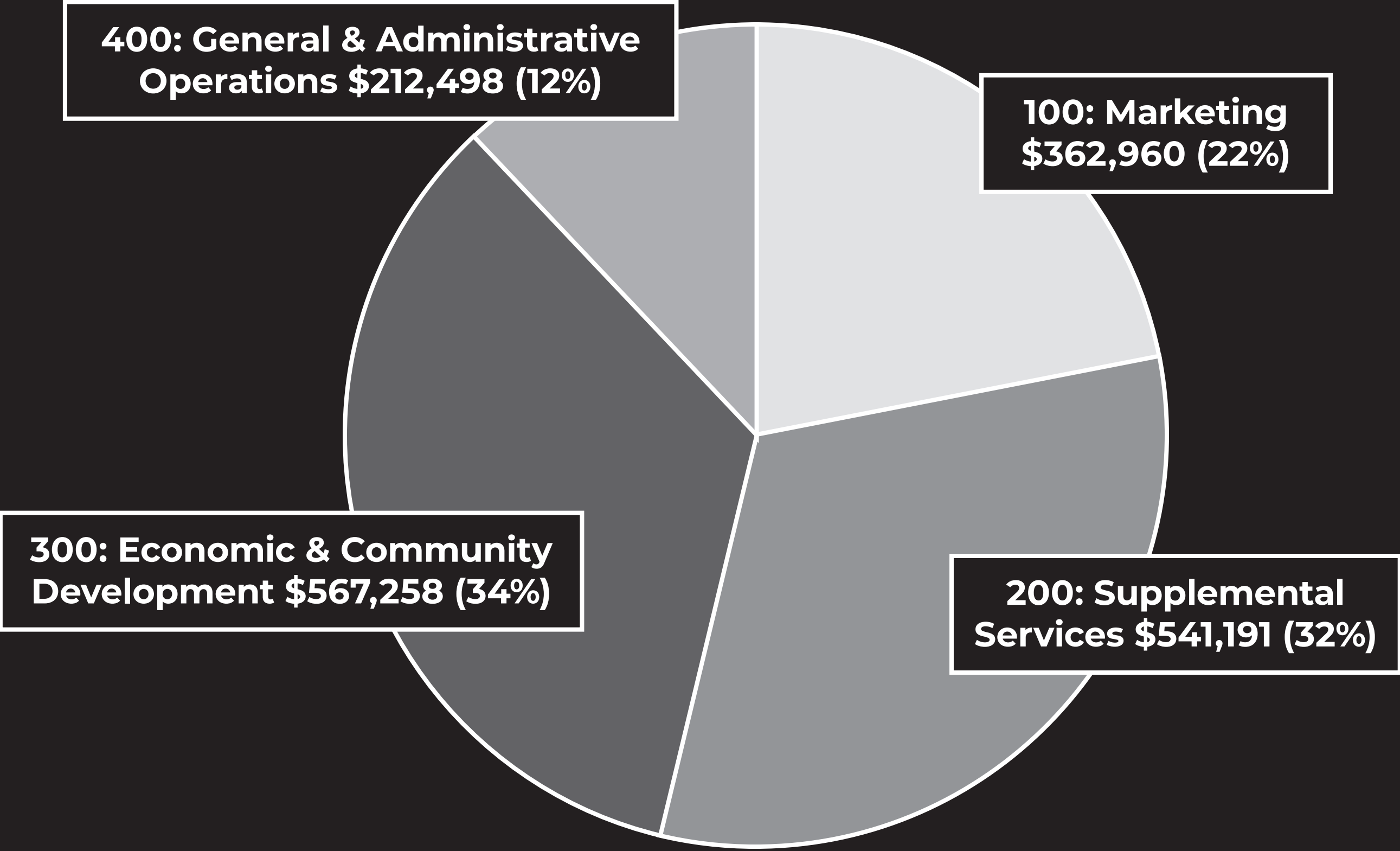


FEATURING
LOWER EAST SIDE RELIEF
FUNDRAISER



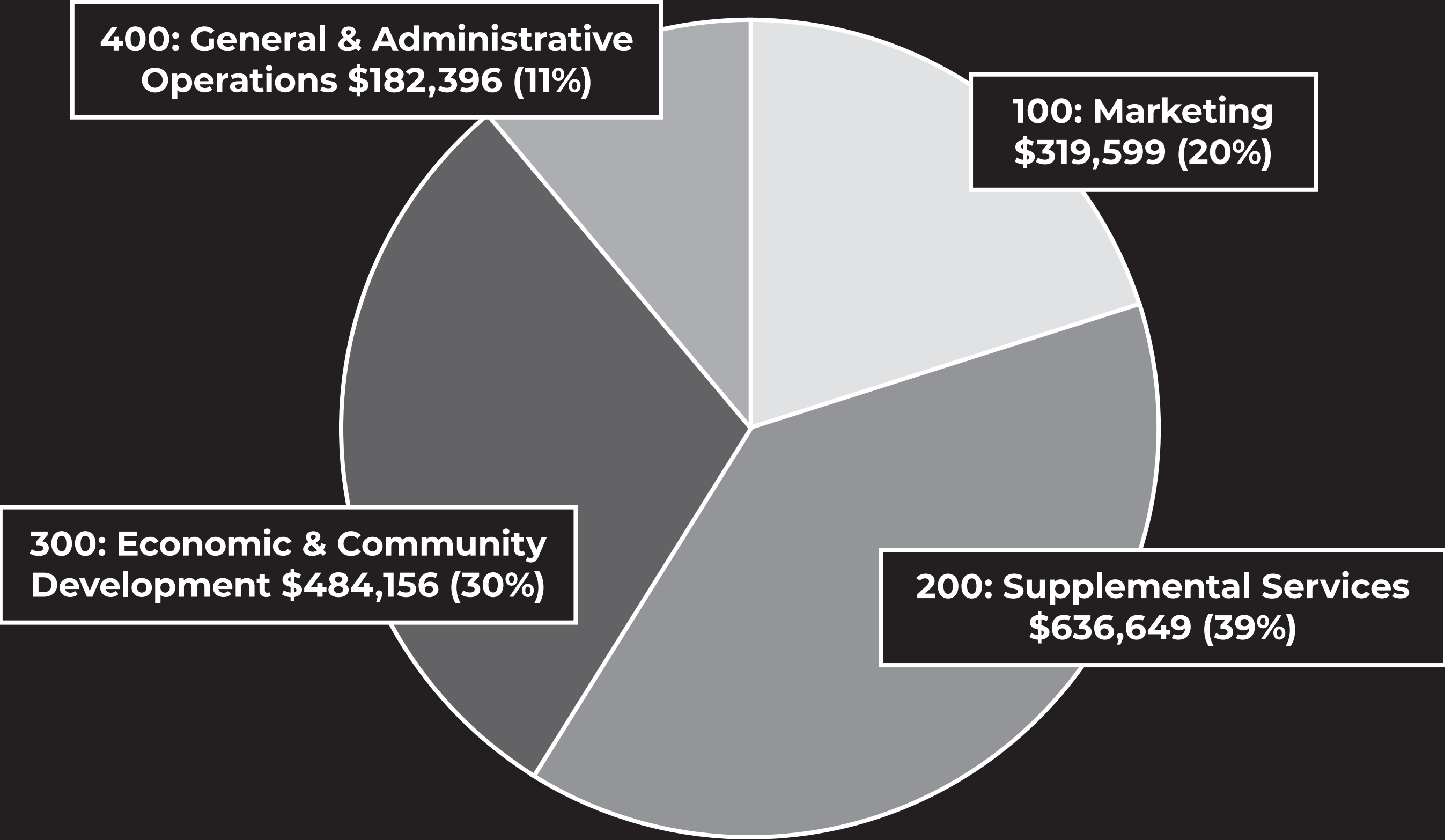
FEATURING
ESSEX MARKET

FY 20 Actual



Income (All Sources): \$1,888,852

FY 21 Projected



Income (All Sources): \$1,622,800

**Reflective of EC Approved Mid-Year Rebalancing*