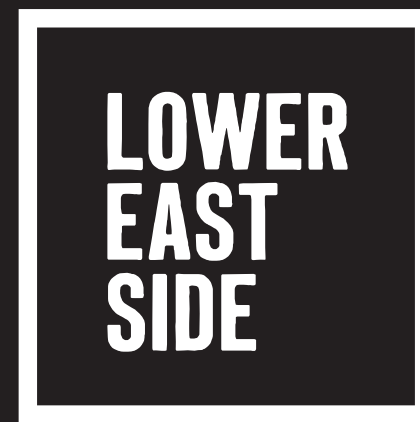


LOWER EAST SIDE PARTNERSHIP FY21 ANNUAL MEETING





FY21 Operations Overview

FY21 Social Media Metrics

LESP | Instagram

- + **14.4K** TOTAL FOLLOWERS
- + 3,545 FOLLOWER GROWTH
- + **1.2M** IMPRESSIONS
- + 3,039 AVG REACH
- + 24% GROWTH RATE

LESP | Twitter

- + 13.6K TOTAL FOLLOWERS
- + 323 FOLLOWER GROWTH
- + 15K PROFILE VISITS
- + 266K TOTAL TWEET IMPRESSIONS
- + 2.3% GROWTH RATE

LESP | Facebook

- + 4,585 TOTAL FOLLOWERS
- + 98 FOLLOWER GROWTH
- + 111K POST REACH
- + 2% GROWTH RATE

ESSEX MARKET | Twitter

- + **14.1K** TOTAL FOLLOWERS
- + 2,447 FOLLOWER GROWTH
- + **678K** IMPRESSIONS
- + 1,899 AVG REACH
- + 17% GROWTH RATE

LESP | Top Posts



1,145 LIKES



1,214 LIKES

ESSEX MARKET | Top Posts



801 LIKES



560 LIKES

Business Features

Our team met with countless businesses in the district capturing unique content for our social channels as well as creating a small library of images for merchants to use for their marketing. A secondary benefit of the spotlights: the more businesses we feature, the more district merchants know about the service!



Open Streets & Open Restaurants

We continue to maintain one of the largest contiguous Open Streets programs in New York City. The program began in the spring of 2020 restricting blocks to local vehicular traffic with the goal of increasing foot traffic while providing increased space for restaurants to activate outdoor dining. Thanks to our effective barricade treatments and signage, restaurateurs setup on the roadway surface absent of the typically required 18”.



Sanitation Metrics

*collected data between 7/1/20 - 6/30/21

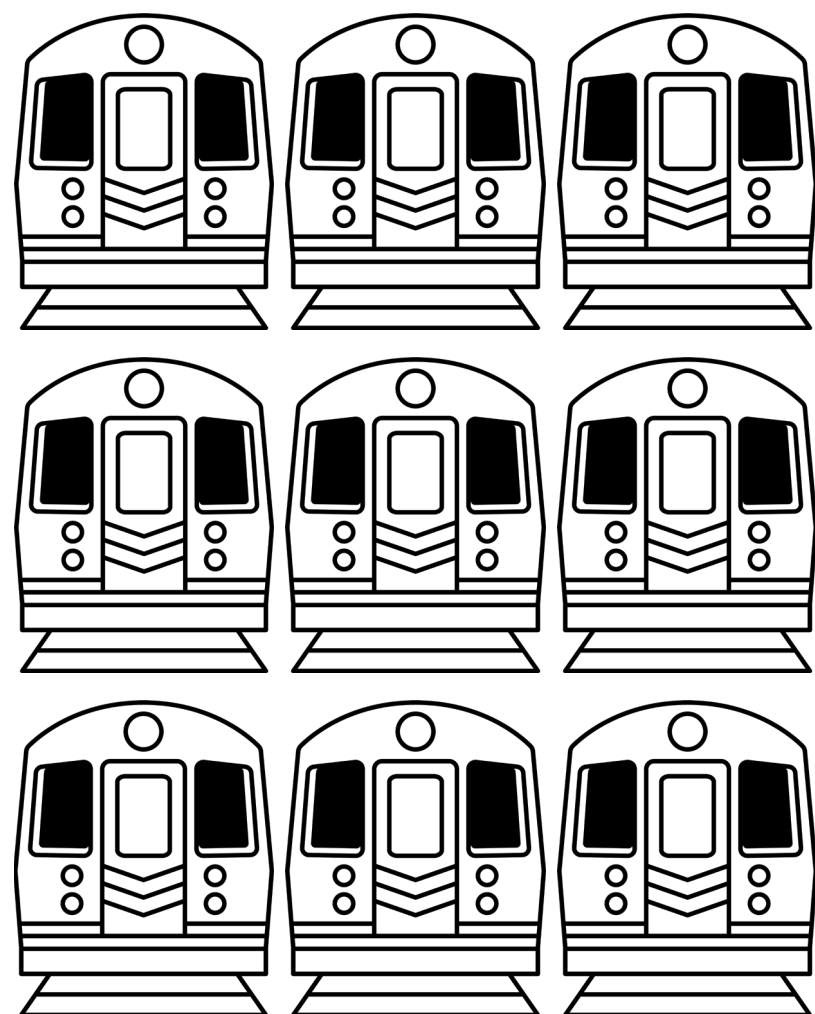
+ **4,290** INSTANCES OF GRAFFITTI REMOVED

+ **6,350** BILLS & STICKERS

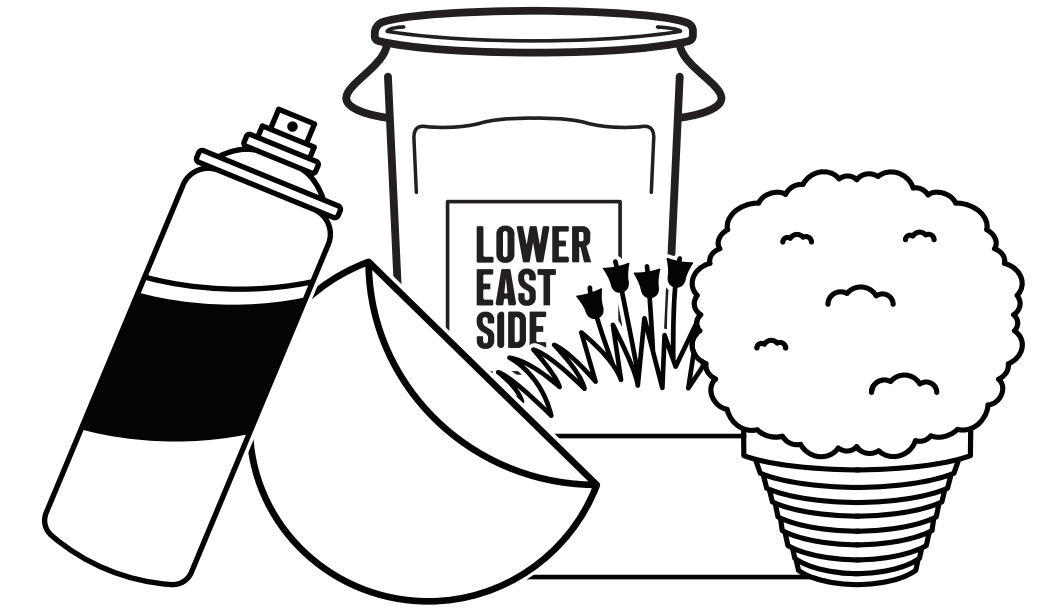
+ **23,526** TRASH RESEPTACLES CLEANED

+ **220,008** TRASH BAGS USED

+ **770,280** lbs. TRASH



THAT'S EQUIVALENT TO OVER
9 NYC Subway Cars



+ **48** BIKES REMOVED

+ **7,948** STORM DRAIN CLEANING

+ **21** TREE PIT CLEANING

+ **30** hrs. FLOWER WATERING

+ **3,483** PEDESTRIANS ASSISTED

+ **21** 311 REQUESTS

+ **892** BUSINESS CONTACTS



16 THE PUSHCART

MARKET

EXIT EXIT

MEAT



Essex Market Overview

Community Fridge

In June of 2021, The Essex Market Vendor Association partnered (ESMVA) with Artists Athletes Activists (AAA) to bring fresh plant-based foods to the community. The equipment was repurposed from the old Essex Market facility and refurbished by our staff. The fridge is accessible to all and open 24/7, being filled to its capacity at least once per day by AAA community volunteers.



Essex Market Block Party

In June of 2021, Essex Market had its first larger scale event since the onset of COVID-19. Our team coordinated a rotation of live music and children's activities -- offered EBT members vouchers for food inside the facility. We were excited to re-greet the community and grateful to have (now former) Manhattan Borough President, Gale Brewer, in attendance as well as our new district Council Member, Chris Marte. The occasion also acted as a celebration for the beginning of the community fridge program.



Summer Rising + Neighborhood Partnerships

In the summer of 2021, we began hosting kid's cooking classes through our neighborhood partners and the Department of Education's Summer Rising program. Curricula was focused on our community's cultures featuring foods from all around the world.



Lunar New Year Dumpling Making



AAPI Month Cooking Demo

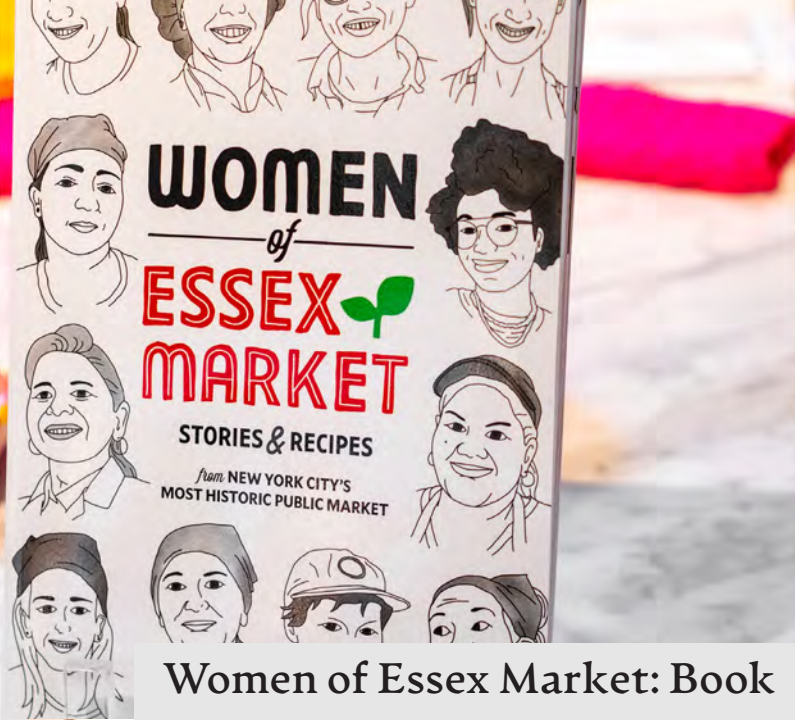
Modern Italian Comfort Food with Mille Nonne



Becoming Loisaia with the Tenement Museum



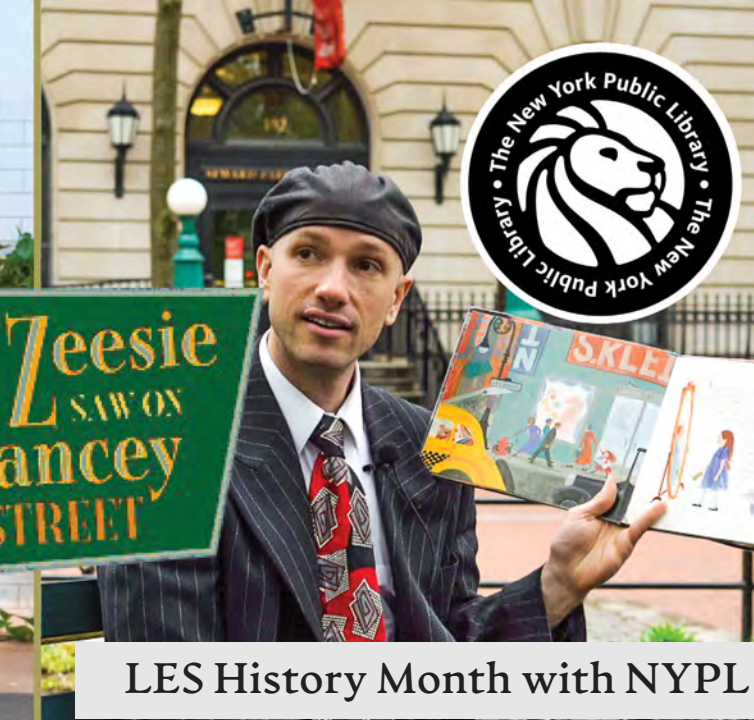
Lucky Lunar New Year Feast with Heart of Dinner



Women of Essex Market: Book



Baking Brownies with Lower East Side Girl's Club



LES History Month with NYPL



How To Make Dominican Empanadas



Vendor Marketing, Programming, & Events

We continued our marketing and events with Essex Market vendors—creating promotional material that celebrates our diverse market family. We hosted a series of virtual events in early 2021 that welcomed more than 1,000 collective attendees. In March, we proudly produced a cook booklet highlighting women-owned businesses commemorating Women’s History Month.



Looking Ahead

New Sanitation & Public Space Maintenance Contract

On December 1st we began a new contract for sanitation and public space maintenance with Commercial District Services (CDS). Our contract manager is Dan Ackerman, Asst. Vice President and former Downtown Alliance Public Space Manager. Dan has a unique understanding of sanitation and safety concerns in the city, making CDS's team a fantastic match for the expansion of our services. LESP has executed a 3-year agreement with CDS that includes neighborhood horticulture and a steady increase in service hours over the contract terms. Our staff will have new red uniforms branded with the LESP logo by next month.



CDS staff wearing their new winter coats during last week's snow clean-up!



WHO CDS WORKS FOR

- Downtown property owners that want to see their investments grow;
- Special assessment payers that want to see clean and safe streets;
- Current and former small business owners who know the work never stops;
- BID board members that want solid work plans and good governance.

New Services in the District



MECHANIZED EQUIPMENT

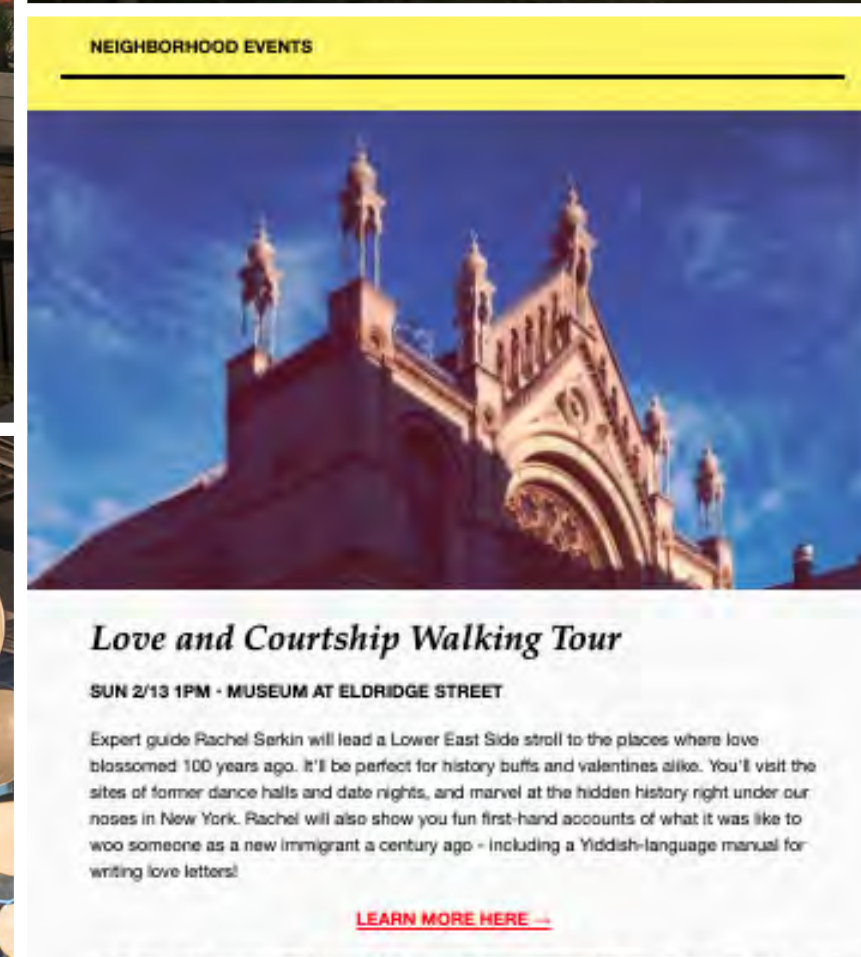
Introduction of mechanized means and methods to aid cleaning operations, enhance recovery times, and improve overall outcomes.

COORDINATED COMMERCIAL TRASH COLLECTION

Unification of commercial trash hauling through single provider coordinated with through the Partnerships' supplemental service delivery providers and with the customarily provided public services administered by the New York City Department of Sanitation.

ENHANCING CLEANING OPERATIONS

Utilization of power washing to better clean streets, sidewalks, and public spaces in a more robust way, and on a regularly recurring schedule.



Growing Our Digital Footprint

Since the start of FY22, we've grown our digital footprint releasing neighborhood itineraries, and other small campaigns that leverage our merchants backed with targeted advertising. We've already seen an increase in follower engagement, as well as a peak in interest from local businesses to be utilize our photo and marketing services.

MONTHLY
COMMUNITY
NEWSLETTERS

QUARTERLY
ITINERARIES

- New Neighborhood Businesses
- Essex Market Highlights
- Community Events Features
- Lower East Side in the Press
- Updates from NYC City Agencies

Itineraries for residents and visitors that feature retail, restaurants, parks, and entertainment (The later specifically in the Essex Crossing i.e. ICP, The Gutter).



IT'S ALL ABOUT YOU

The Lower East Side is home to people of many backgrounds with a shared history of working hard for a better life. We want to make good on those dreams and strive every day to honor, represent, and serve the diverse families and communities that make our neighborhood so special.

READ OUR NEIGHBORHOOD NEWS BLOG

FOLLOW US ON INSTAGRAM

NEIGHBORHOOD ATTRACTIONS

UPCOMING EVENTS

HISTORICAL & CULTURAL
Tenement Museum Virtual Tours
Register →

COMMUNITY
Patitos Comiend Arroz
Learn More →

FOOD & BEVERAGE
MOFAD x Essex Market: Chinese Baking
Register →

VIEW FULL CALENDAR HERE

OUR SERVICES

From bodegas, to bike lanes, to balconies, here with all your merchant, property, and



MERCHANTS & PROPERTY OWNERS
Report issues and learn more about available support and relief from LES and NYC Small Business Services.
Merchant & Property Owner Resources →

RESIDENTS
From trash pick-up to alternate side parking, find out everything you need to know about living on the Lower East Side.
Resident Resources →

SANITATION
GRAFFITI REMOVAL

WE WANT TO HELP PROMOTE YOUR BUSINESS!
CREATIVE SERVICES

PHOTO • PRINTING • PROMOTIONS

LES.NYC + MESSAGING

Progress Timeline

Messaging Guidelines
How to discuss what we do to our stakeholders.

APPROVED

APPROVED

3/1/22
estimated

Brand Positioning
Strategy review of what the organization does and LESP's goals for the future.

New LES.NYC Launch
Wireframes of the new website with content and copy.

Auditing Our Brand Messaging

We're more than halfway through a brand audit and website redesign in collaboration with our partners at ThoughtMatter. We've engaged in a number of strategy working sessions and are in the stage of perfecting user functionality of LES.NYC.

Actual and Approved Expenses



FY21 ACTUAL

\$1,775,290



FY22 APPROVED

\$1,844,461