



FISCAL
YEAR

EXCHANGE
PLACE
ALLIANCE

17 ANNUAL 18 REPORT





THIS IS
GROWTH

Becoming a Fully Operational Special Improvement District.



AUGUST 2017 MARKS THE TIME WHEN THE EXCHANGE PLACE ALLIANCE'S BUDGET FORMALLY PASSED THROUGH THE JERSEY CITY COUNCIL ALLOWING THE EXCHANGE PLACE ALLIANCE TO BECOME A FULLY OPERATIONAL SPECIAL IMPROVEMENT DISTRICT.

The district itself covers just over half a square mile, extending at its northern reach to Thomas Gangemi Drive to the Morris Canal Basin to the south. The western serpentine boundary extends as far as Luis Marin Boulevard at points and to Greene Street at others, while the east is bounded by the Hudson River itself. After Elizabeth Cain was

named its first Executive Director, the mission and work of the Alliance moved forward full steam ahead. Full time staff was brought on in the late summer of 2017 and immediately began to shape the foundations of the organization, working on everything from marketing, events, and data centralization to streetscape surveys, landscaping, and identifying critical areas for repair or beautification. This was a time for the Alliance to simultaneously familiarize itself with the neighborhood while establishing its functions and meeting with over 40 property managers to better anticipate their needs. The Alliance set distinct goals for the special improvement district including capital improvements, snow removal, landscaping, and hiring a fully functional clean team.



9 Bar Cafe @ URBY



500+

OPERATING BUSINESSES

Throughout its varied streets, from quaint residential blocks to towering commercial buildings, the greater Exchange Place neighborhood is teeming with businesses and activities of all kinds, both large and small. Over 500 businesses operate within the district, and vary widely by type, from art galleries and studios to finance, healthcare and insurance. Truly, the district encompasses a wide cross section of industries, especially at the ground floor level. 58 restaurants, bars, and cafés pepper the streets, offering an eclectic mix of cuisine and nightlife. An art museum, gallery, and artist studios present periodic events and shows that feature some of Jersey City’s top talent and treasures. Visitors to the area enjoy access to four different hotels and many opportunities for parking at the 16 garages within the district.

58





TRANSPORTATION & ACCESS

The district is served by a range of public transportation options: by rail, wheel, and water. Those who live, visit, and work in the district utilize the four **New Jersey Light Rail** System stops that span the length of the district including **Harsimus Cove, Harborside, Exchange Place, and Essex Street**. The **PATH train's Exchange Place** stop connects commuters and visitors to the bustle of downtown Manhattan in less than ten minutes. Commuters also have the option of traveling by water with two **NY Waterway** stops at **Harborside and Paulus Hook** as well as an additional ferry service at **Liberty Landing**. For more local travel, the Exchange Place Special Improvement District boasts 10 **Citi Bike** stations. The district is also conveniently serviced by eight **New Jersey Transit** bus lines, extending as far south as Lakewood, New Jersey.



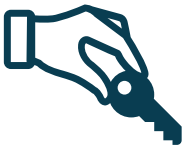
16K
RESIDENTS

25-44
YEARS
OLD

85%



23%



58%

77%

10M
SQ. FT.

\$37.69
AVG.
SQ. FT.

95K

THE NUMBERS

In addition to the businesses and employees that work within the district daily, there is also a sizeable portion of people who call it home round the clock. Over 16,000 people reside within or around the district, and 60% of this population is between 25-44 years old, with a median age of 33.6 years. Most are well educated, with over 84% holding a Bachelor's or more, and 57.8% are married. 77.4% of housing units are renter occupied, while 22.6% are owner occupied. The district is home to nearly ten million square feet of commercial space leasing at an average of \$37.69 per square foot. The current district-wide leasing rate stands at 82.4% and covers a wide range of industries most notably finance, administrative support, and technology. Upwards of 95,000 employees work in the district and its surrounding areas daily. Major tenants include Bank of America, Goldman Sachs & Co., E*Trade, and New Jersey City University School of Business.

ANHEUSER  BUSCH

Goldman
Sachs

E*TRADE®

Bank of America®



 **NJCU**
NEW JERSEY CITY UNIVERSITY

IMPROVEMENTS

A core function of the Exchange Place Alliance is to provide services that maintain, beautify, and improve the aesthetic of the district. The Alliance was elated to bring on Streetplus to provide full-time street asset maintenance in mid-May. Rain or shine, the Alliance's Clean Team is wholly dedicated to sweeping the district's sidewalks and curbs of litter, removing graffiti, posters, and stickers from posts and other furniture, painting streetscape elements that need a fresh coat, and even removing puddles and standing water from pedestrian pathways in inclement weather. The Clean Team also handles any special projects such as the place making of outdoor furniture or focus days on maintaining particular streetscape elements. The six-person crew maintains the district from **7:00AM - 10:00PM** during the warm months and will reduce its hours slightly as winter approaches. Since coming aboard, the Clean Team has already put in over 1,409 labor hours and used around 968 trash bags while tackling 461 maintenance issues and 231 distinct instances of graffiti removal. *(Statistics from 5/16 to 6/30)*





EXCHANGE PLACE ALLIANCE



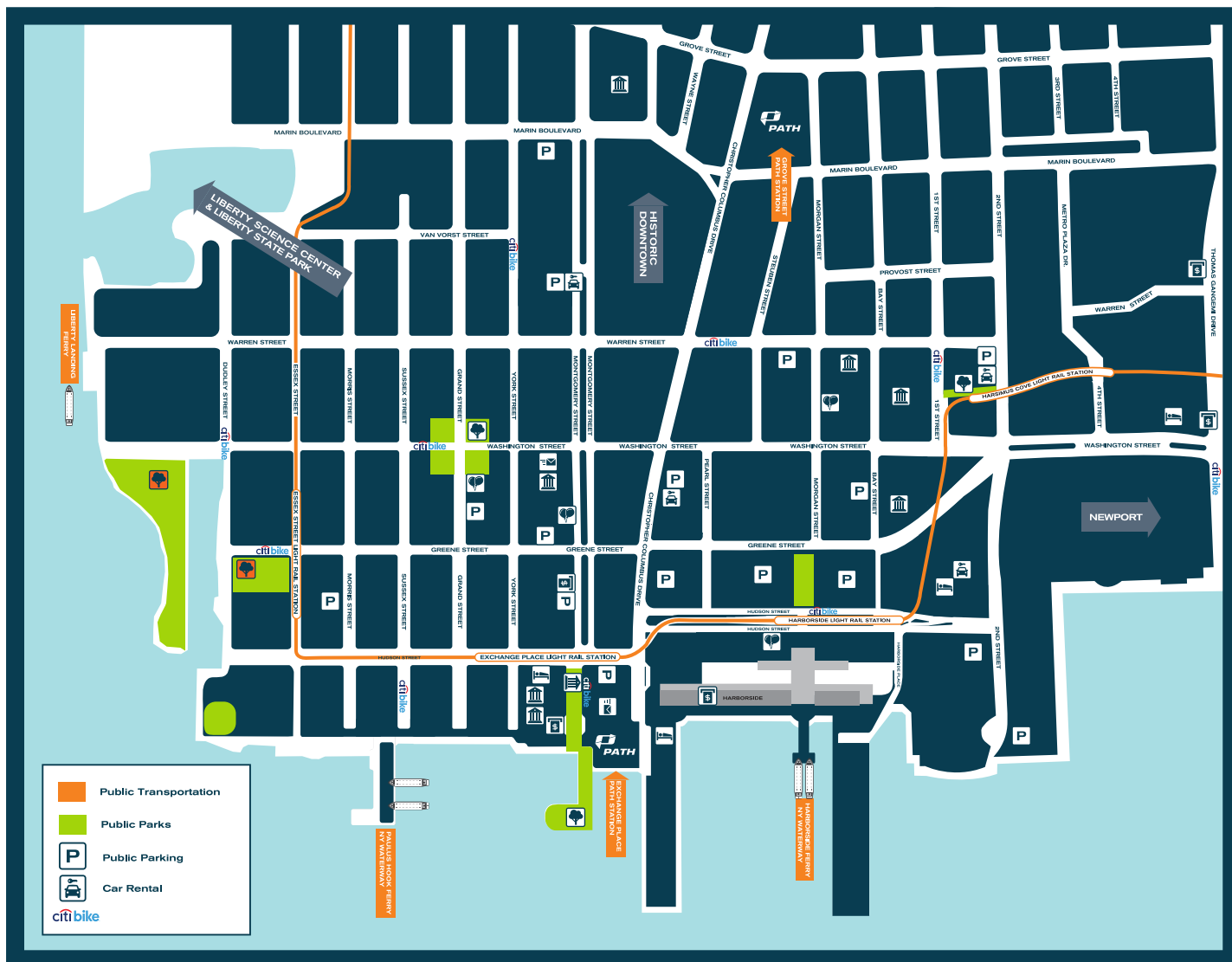
In conjunction with the Clean Team program, the Alliance has taken steps to engage the City of Jersey City and property owners to perform more robust upkeep and maintenance. With the Exchange Place Alliance's partnership and follow-through, the City of Jersey City has carried out **118 REPAIRS** throughout the district, including but not limited to graffiti and sticker removal, bulk trash and fallen sign removal, broken bench replacement, and sidewalk, crosswalk, and curb repairs. In fact, one of the Alliance's first initiatives was to perform a thorough survey of the entire district to create a detailed map that lists various streetscape assets in order to record and track repairs. Part of this process included a count of all **895 TREES** on public property and noting ones that were dead, totaling 50, to be removed by the Jersey City Division of Parks and Forestry. The Alliance also performed night surveys, focusing specifically on streetlight outages, observing nearly 150 out lights throughout the district, and has worked with the City of Jersey City and PSE&G to reach a resolution. The Exchange Place Alliance has also worked to beautify key areas through its landscaping initiative, when in the Fall alone it oversaw the **ENHANCEMENT OF 39 SITES ALONG THE WATERFRONT AND THROUGHOUT THE DISTRICT**. The Fall plantings of mums looked especially beautiful along the Hudson Riverfront Walkway and on J. Owen Grundy Pier. As the Fall quietly transitioned into Winter, the Exchange Place Alliance did not miss a beat, bringing on a seasoned snow and ice removal crew to look after the key pedestrian pathways in Exchange Place Plaza, along the Hudson Riverfront Walkway, and throughout other areas in the district. The Alliance's winter crew was able to remove approximately 50 inches of snow during the 2017-18 season. When the snow (finally) melted away for good and spring was in the air, the Alliance's focus turned to creating site plans for a large place making initiative of 400 outdoor tables and 1,300 chairs, to be set along the waterfront throughout the district. With these tables and chairs come large, colorful umbrellas so these assets can be enjoyed rain or shine.

Since its inception, the Alliance has pursued an aggressive communications strategy, establishing an ever-growing presence across digital platforms and face-to-face interactions with residents and businesses within the district. The Alliance has established a social media following of nearly 1,800 followers across three platforms and has designed and implemented a monthly newsletter with over 300 subscribers, including commercial and residential property managers who pass along content to their tenants. The Alliance's website, ExchangePlaceAlliance.com, was also launched and has had upwards of 3,334 distinct visits. On the backend, the Exchange Place Alliance compiled a database of district tenants, property managers, owners, and other stakeholders with whom to carryout communication, and has met with over 40 property owners and managers to hear concerns and spread awareness about its mission and work. The Alliance has also tracked and maintained business listings, openings, and closings, and built out an interactive area guide on its website, featuring ground floor and consumer entities. *(Statistics as of June 30th, 2018)*





Supporting community growth and activation through the planning, promotion, and execution of events and other types of programs is another key aspect to the Alliance's work. In the Fall, the Exchange Place Alliance planned and executed a three-day family friendly event that was attended by over 3,500 people. Highlights of this event were a large hay maze, a pumpkin patch, food trucks, and various forms of live entertainment. During the holiday season, the Alliance placed lighting and seasonal décor throughout the district to usher in the festive time of year. In the springtime, the Exchange Place Alliance coordinated a hefty spring cleaning with the 3rd Annual Great Jersey City Cleanup in partnership with the City of Jersey City, Keep Jersey City Beautiful, and the Powerhouse Arts District Neighborhood Association (PADNA). In May the Alliance was excited to coordinate Jersey City's first-ever Bike to Work Week, which featured various activities including a panel discussion focusing on women in cycling, bike tune ups with local shops, and Bike to Work Day with Mayor Fulop. On June 1st the Alliance partnered with the Riverview Jazz Organization to coordinate the 6th Annual Riverview Jazz Festival Kick-Off at Exchange Place. This is the first year that the kickoff was held on the waterfront, attracting over 3,000 patrons. On June 8th, the Alliance partnered with the Downtown Community Church for their signature volunteer event, Go Jersey. A team of 10 volunteers planted flowers on Grundy Pier and around Exchange Place Plaza. Additionally, the Exchange Place Alliance provided support to preexisting events in our district like the Freedom & Fireworks Festival and the Jersey City Ward Tour.



The Exchange Place Alliance's first year has been packed with data gathering, setting up shop, and getting settled. It has also been a year of tremendous engagement with district stakeholders, the City of Jersey City, and partners in events and district upkeep. The Alliance is pleased to have been able to simultaneously establish itself as a voice for the waterfront community and push tangible results in maintenance and repairs, communication and marketing, and events and community activation. In its second year, the Exchange Place Alliance will continue to focus on honing and refining its systems to achieve more results for the district and will also focus on several large initiatives that will enhance the district's aesthetic, safety, and ability to stay connected. Among these planned projects is the transformation of Exchange Place Plaza to a welcoming and green public use park. Preliminary work has already begun to restrict vehicular traffic in the plaza and establish a more pedestrian friendly zone. Furthermore, the repair and installation of new CCTV cameras along the Hudson Riverfront Walkway will better ensure that the area is watched and protected. Another improvement shortly down the pipeline is the furnishing of new kiosks and updated wayfinding signage so that those within the district can be oriented to all that is happening throughout.



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