

EXCHANGE PLACE ALLIANCE

FY23

JULY 1st 2022 - JUNE 30th 2023

EXCHANGE
PLACE
ALLIANCE



Letter from our Executive Director Elizabeth Cain

This past year we have covered and in fact, through our Exchange Place construction project, uncovered a lot of ground. The various initiatives and projects you will read about on the following pages are the culmination of a hard working and dedicated team and a visionary Board of Directors that seeks to elevate the Jersey City waterfront to new heights. We believe our work will be judged to be admirable as we continue to press forward to improve the experience for those who visit, live, or work in our district.

We hope you enjoy reading about our exciting year in this Fiscal Year 2023 Annual Report. As we take time to reflect on another year's work, we'd like to take the opportunity here to thank all of our partners, stakeholders, government officials, staff, Clean Team, vendors, contractors, artists, and community members for coming together to help us achieve our goals. Maintaining and advancing such a large and diverse district would not be possible without the help of all of these people.

However, our work is never **finished**. In fact, as we are closing out this past year with this report, we are already moving full speed ahead with projects for the coming year that will eventually become the stories and highlights you'll read about in next year's report. Stay tuned, and in the meantime, please enjoy our year in review.

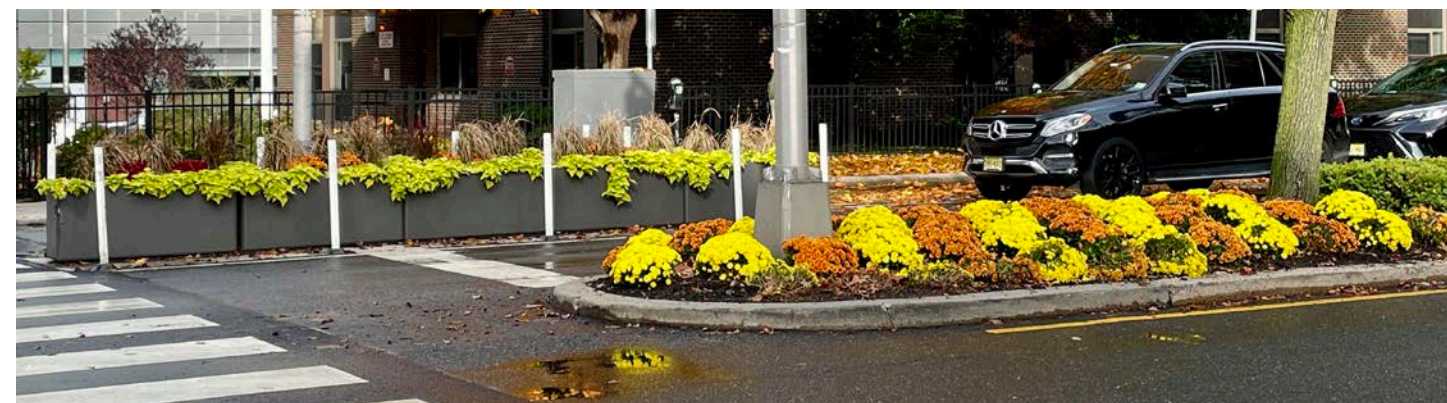


GOALS OF THIS REPORT

The purpose of this document is to inform readers of our progress over the fiscal year and comply with the annual filing requirements for the Exchange Place Alliance Special Improvement District, hereafter "EPASID" or "EPA," as set forth in §69-78C of Jersey City Ordinance 16-176. This document serves as the annual report of EPASID and summarizes its activities for the preceding fiscal year for the Mayor and Municipal Council.

ORGANIZATION OVERVIEW AND MISSION

EPASID's work is to maintain and improve the area through capital improvements, repairs and maintenance, landscaping, beautification, cleaning, and community-building programming. We aim to promote and guide continued economic revitalization and social growth and strive to make the greater Exchange Place area cleaner, safer, and greener. This is accomplished by providing a high level of supplemental management, maintenance, and improvements to [our special improvement district](#). We strive to make the waterfront and Exchange Place a better place to live, work, and visit.





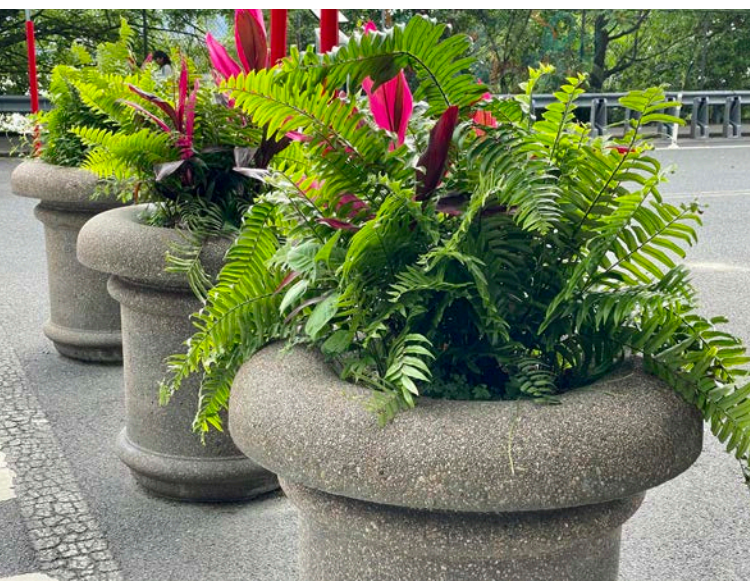
Landscaping and Snow Removal

EPASID has also continued its seasonal landscaping and snow removal programs. In Fall 2022, our landscaping crew planted many beautiful mums and autumn plantings, which were rotated out with spruce branches and decorative bows in the wintertime. In the Spring after the emergence of our perennial bulbs, the landscaping crew brought beautiful pinks, whites, and greens into our district with our annual plantings. We are thrilled at how beautiful this season's plantings have turned out. During the wintertime, our snow removal crew was on call 24/7 to clear our high pedestrian traffic areas.



Holiday Decoration Installation

This past year we brought back our popular 30' Sequoia tree, decorated garland, and holiday bows throughout the district. We always look forward to our holiday decorations and are happy to see the community admiring them as well, they are indeed a great photo opportunity!

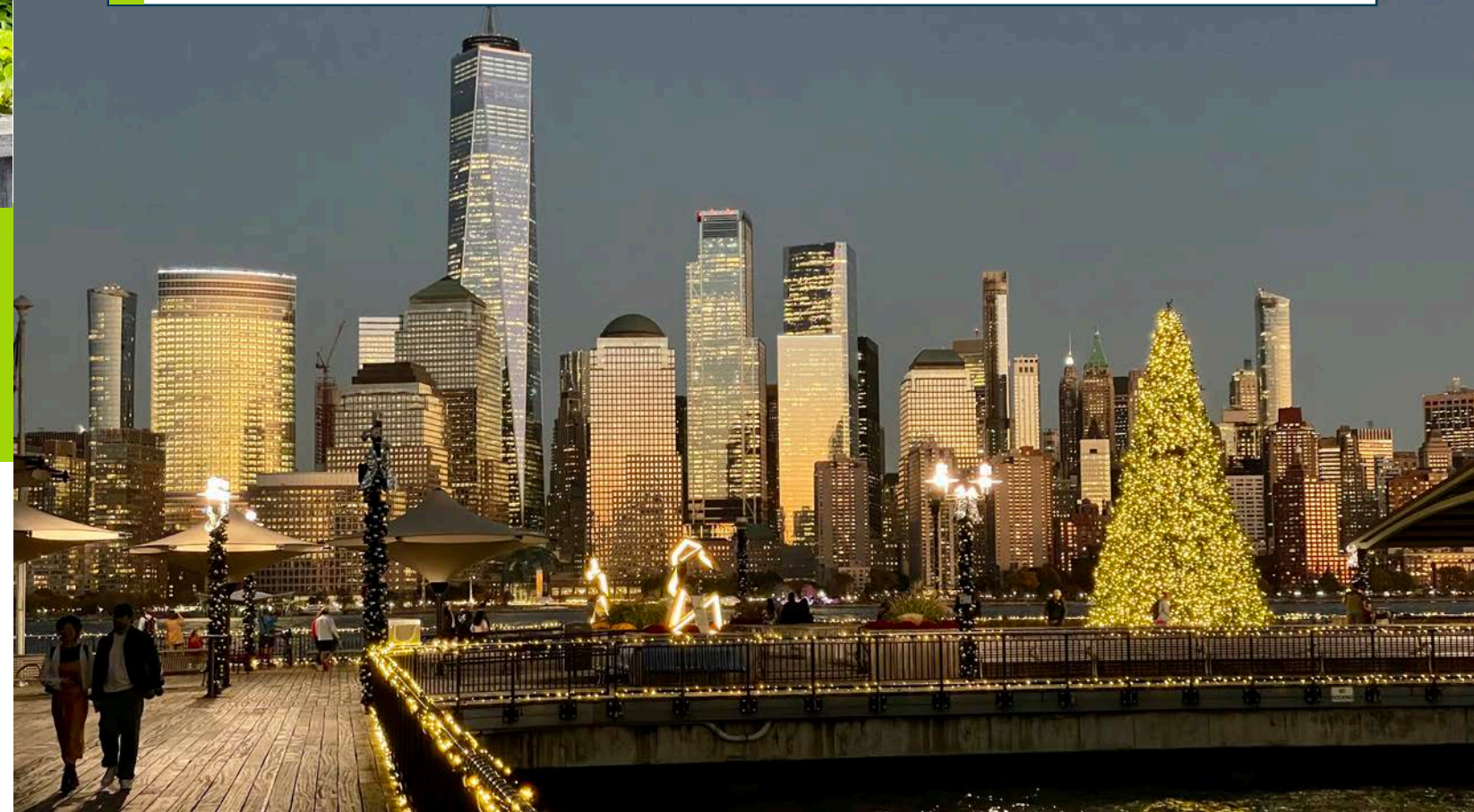


- ✓ **Over 11,000 hours of service invested in our district to keep it clean and maintained**
- ✓ **9,600 trash bags hauled, or 336,000 pounds of trash and debris removed out of our district**
- ✓ **1,496 instances of poster and sticker removal**
- ✓ **480 instances of graffiti removal**

OPERATIONS & MAINTENANCE

District Maintenance & Upkeep

The EPA has continued one of its main initiatives to maintain and beautify its district through our hard-working Clean Team Ambassadors. We provide a daily presence in our district to ensure timely trash and litter removal, street cleaning, general repairs, and special projects.



SPECIAL PROJECTS & INITIATIVES

Exchange Place Plaza

The focus of this past year has been the [renovation](#) of Exchange Place Plaza. Shortly after our epic July 4th celebration in the plaza, we raised construction fencing around the work site and broke ground. After the demolition and removals process, crews started to dig trenches to accommodate new electrical conduits, outlets, and light foundations for the site's new lighting.

Some of our main goals with this project have been the creation of community space, pedestrian safety, and continuity of the waterfront. We are excited to introduce some other new elements to the waterfront, including a beautiful new playground, several seating options, and more greenery throughout the project site. Another amenity we're excited to present in partnership with the City of Jersey City is the installation of the Oonee bicycle dock on the Columbus Drive portion of the plaza. The base of the Katyn Memorial has been cleaned and repointed, along with creating an area of reflection and peace around the memorial, complete with new seating, lighting, and landscaping. Throughout the entire site new security cameras have been installed, in order to promote the area's continued safety and success.



Throughout the course of our work, we were also able to coordinate and arrange for site visits to the Katyn Memorial on two separate occasions from official delegations of the Polish government and members of the Consulate General of the Republic of Poland in New York.

As of the close of this fiscal year on June 30, 2023, we do have some outstanding items to complete. This is due to necessary water infrastructure upgrades by the Jersey City Municipal Utilities Authority. We have been happy to engage in this public-private partnership to ensure that the City's infrastructure needs are met while the site remains under construction, and are eager to close out the remaining areas closer to Hudson Street in particular. Despite these scheduling delays, we were able to host our playground opening ceremony on May 18, 2023 and the Jersey City Jazz Festival on June 3-4, 2023. We anticipate completion this Fall 2023.



Progress pictures show the transformation of the plaza, and the area around the Katyn Memorial in particular. What was once a dilapidated former bus depot and de facto parking lot has been transformed into a beautiful, thoughtfully executed, and peaceful space.

Exchange Place Plaza Playground opening 5/18

The ribbon has been cut and the playground at Exchange Place is now officially [open!](#) We are thrilled to bring this public amenity to Jersey City as we continue to make impactful and long lasting investments on the waterfront. This playground has been carefully designed to appeal to the widest age and use range as possible. Our larger playground unit, which adopts some of the design qualities of the skyscrapers surrounding it, is intended for an older group of children. Meanwhile, the smaller playground unit is intended for our youngest visitors. Various other amenities include spinner bowls and a climbing unit. The playground is ADA-accessible and features two entrances/exits, including one that leads directly out onto Grundy Pier.



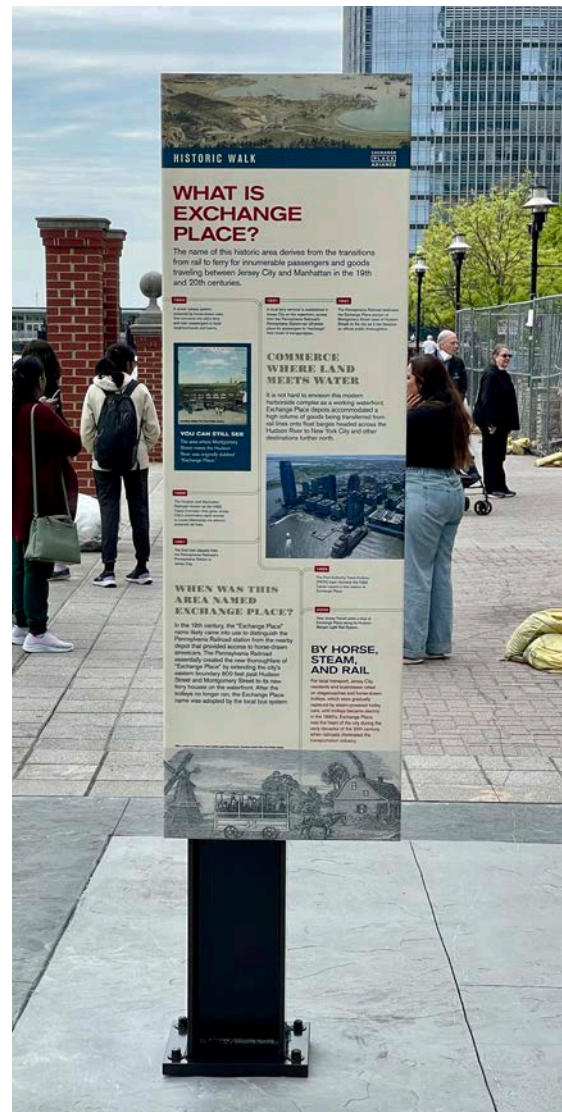
SPECIAL PROJECTS & INITIATIVES

MARKETING

Wayfinding System

Appearing not only in the new Exchange Place Plaza area but also throughout our special improvement district will be our new wayfinding and [historical](#) signs. The historic signs will touch on various topics of this area's rich history. They will help answer questions like "What is Exchange Place?", "How Did the Colgate Clock Get Here?", "How Much of Exchange Place Was a Train Yard?", and much more. The area maps will appear at various locations throughout the district and will help orient the passerby, with the ability to be updated in time as the Jersey City waterfront continues to develop. Other signage to be installed includes new public art signage for our installations and different types of regulatory signage. Stay tuned as this project begins to roll out!

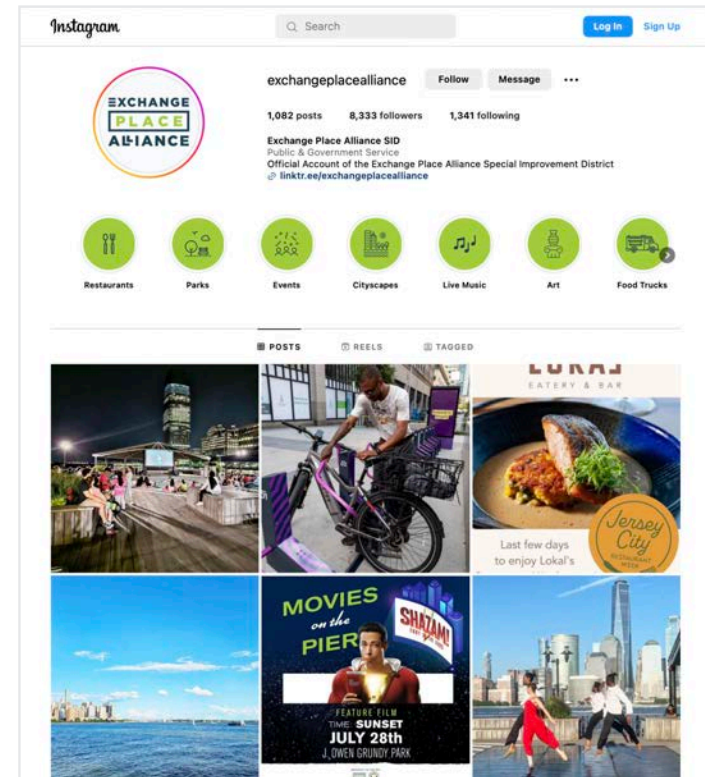
HISTORIC WALK INFORMATION



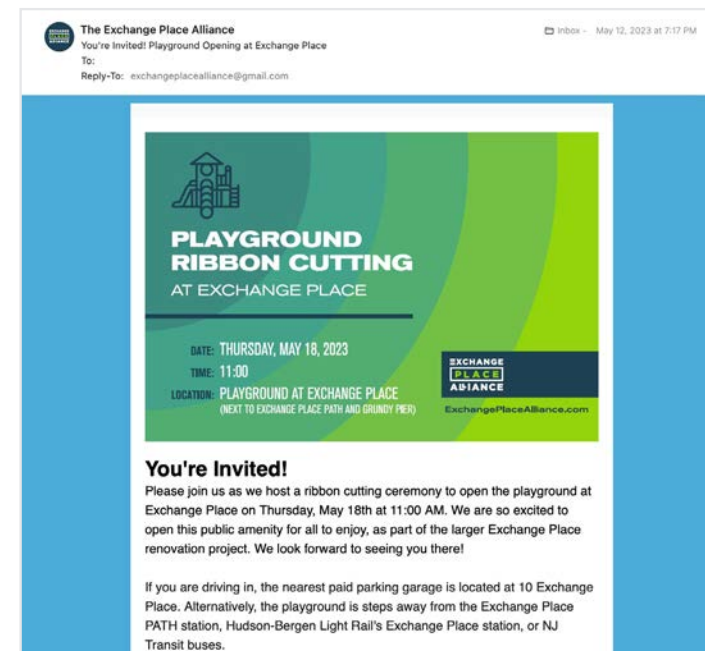
Summer 2022 Police Patrols

We continue to listen to community input and were able to bring back our waterfront public safety patrols utilizing Off-Duty Police Officers from the Jersey City Department of Public Safety. The officers patrolled the area of the Hudson River Waterfront Walkway during key hours of activity.

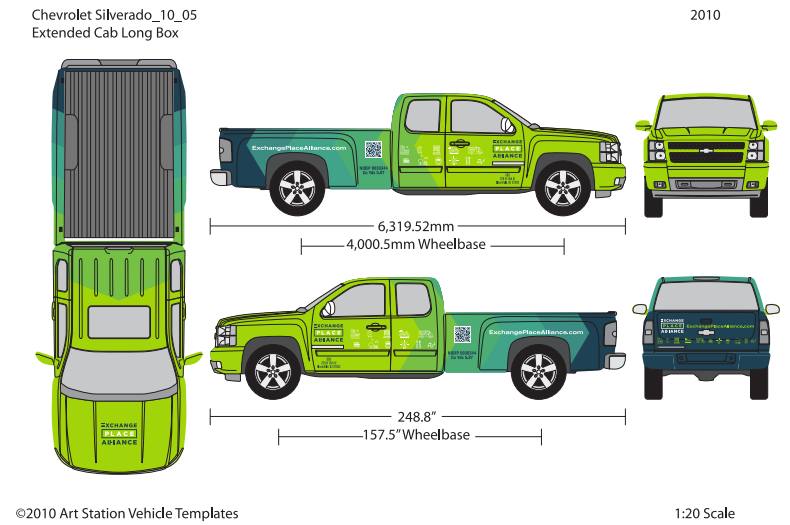
Instagram Account



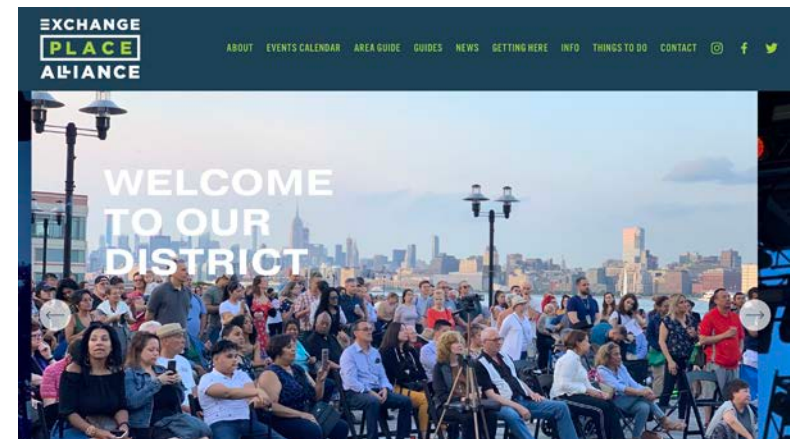
Email Marketing



Truck Wrap



Website



Special Events



EVENTS IN FY23

EPASID is routinely involved in some way with nearly all public events that occur on the waterfront. In some capacities, the EPA serves to help the City of Jersey City with scheduling and confirming the availability of space, while in others, the EPA actively works with the event organizers and the City to execute and promote the event. What follows are some highlights from the many events that have taken place this past year.

JULY 4TH

The EPA worked in tandem with the City of Jersey City and a large number of stakeholders to produce New Jersey's largest 4th of July celebration. The event was safe and successful, and saw crowds pushing close to 200,000 people. We were thrilled to welcome so many visitors to our district and look forward to many more.



Pier Fest

Partnering with Riverview Jazz Organization, the EPASID brought some incredible musicians and bands to Grundy Pier for four consecutive Friday nights this past summer.



Salsa On the Pier

The EPA was happy to sponsor this great event, which brought dancers together with live musicians in a fun and festive atmosphere on Grundy Pier.



Jazz Fest

Working again with Riverview Jazz Organization, the EPASID was the presenting sponsor for this annual event which pulled in a crowd over 15,000 people over four days in June 2023.



Grundy Pier Movie Nights

EPASID continued its tradition of presenting weekly, free, and family-friendly movies to the community throughout the summer on the [Grundy Pier](#). We entertained several hundred community members throughout the season.

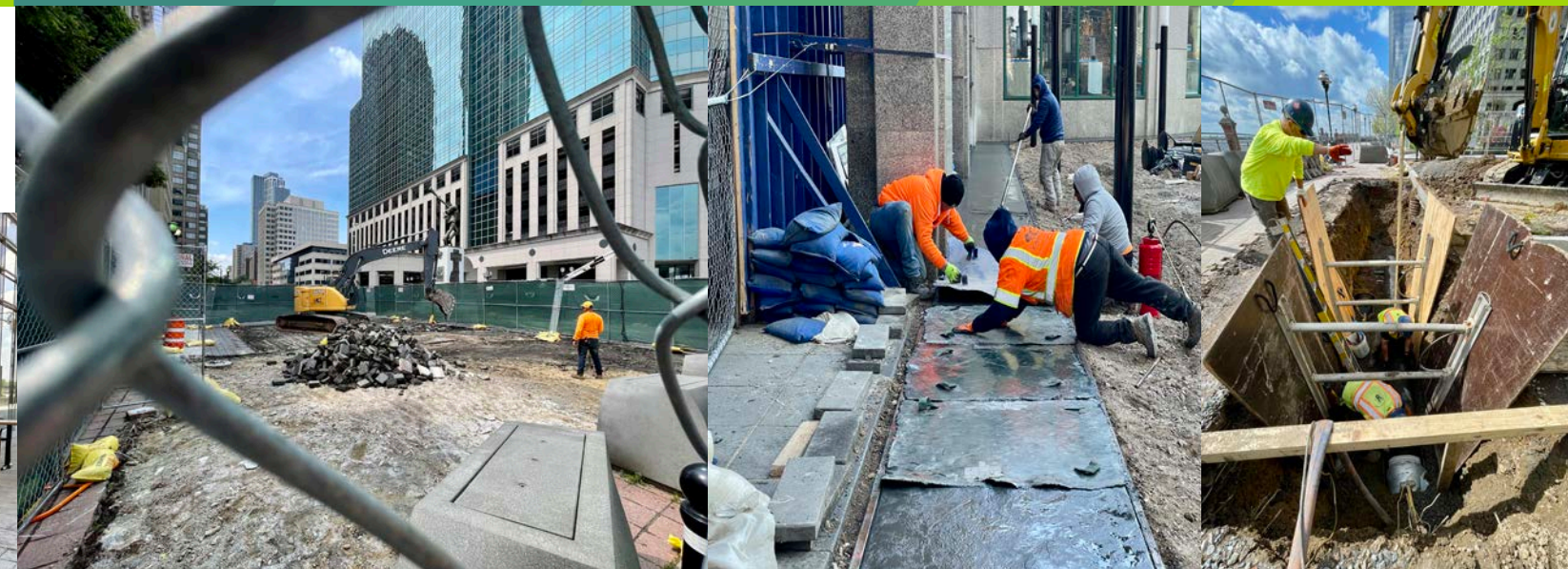


NEW BUSINESSES

We welcome the following businesses who have opened this past year in our district: **Muteki Ramen** at 100 York Street, **Taco Bell** at 75 Montgomery Street, and **East Hudson Cafe** at 30 Hudson Street.



2023-24 GOALS



WELCOMING NEW MEMBERS TO OUR BOARD OF DIRECTORS

This past year, EPASID held elections and welcomed aboard [three](#) new board members, who each have deep ties to our district and Jersey City: Joseph Panepinto, Sr. (Panepinto Properties), Abe Naparstek (G&S Investors), and David Elkouby (American Equity Partners). The EPA thanks the previous board members for their service and commitment to improving the quality of life along the Jersey City waterfront: Gus Milano and his team, Steve Pozycycki and his team including Edyta Espasa, and Ricardo Cardoso.



- Continue to engage in dialogue with all relevant stakeholders including the State of New Jersey, Liberty State Park, and the City of Jersey City, to expand and improve green space in the district;
- Paulus Hook Park improvements, including sidewalk replacement and expanding the play areas;
- Explore the acquisition of Colgate Park and engage in dialogue with the State of New Jersey and City of Jersey City to determine the best ways to elevate this site's aesthetic and functional appeal;
- Expansion of the district-wide wayfinding signage system that includes but is not limited to area maps and historical informational panels;
- Continue to invest and expand the landscaping and beautification program that elevates the waterfront's appeal and natural assets;
- Investments in expanding our Clean Team personnel and equipment, including but not limited to: staff increases, dedicated quality of life management personnel for the new Exchange Place Plaza, acquisition of a branded Exchange Place Alliance operations vehicle, acquisition of a dedicated hot water pressure unit to ensure all areas - and especially the new Exchange Place Plaza - are always clean and free of grime;
- Continued investment in the district's public safety through targeted seasonal security patrols;
- Produce, sponsor, and support a variety of events, cultural, historic, and educational opportunities for the community's enjoyment and improvement of quality of life;
- Continue to explore large scale capital improvement planning for future projects.

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