

EXCHANGE
PLACE
ALLIANCE

2019
ANNUAL REPORT



Introduction/ **Letter from Executive Director**

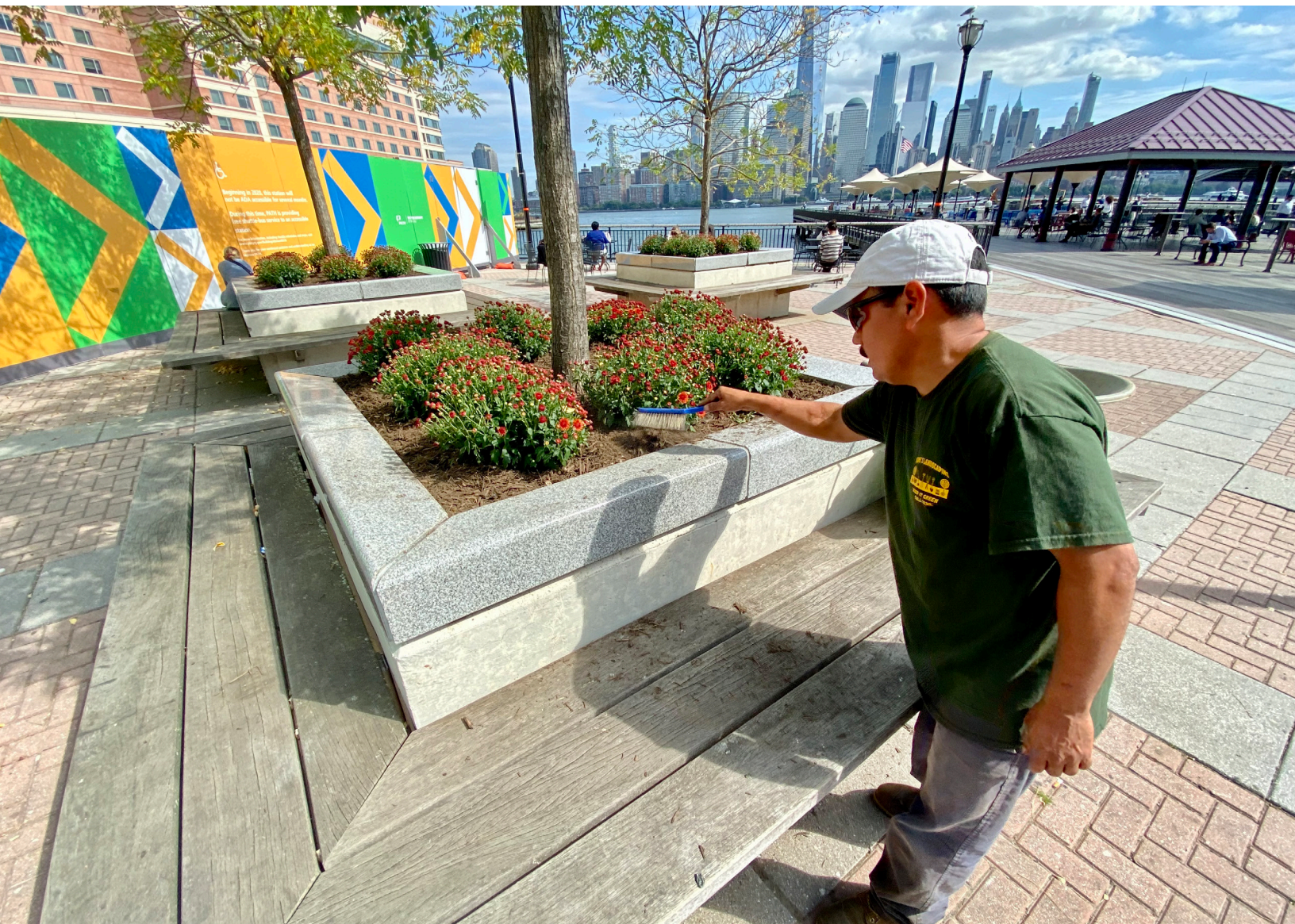
This past year the Exchange Place Alliance experienced marked growth and diversity in its operations and projects and we continue to move forward on a variety of fronts to promote and guide this community's economic strengths and social growth. We continually strive to make the waterfront community and Exchange Place cleaner, safer, and greener. As Jersey City's sixth and largest SID, the Exchange Place Alliance is formed by property owners, businesses, residents, and other stakeholders within its boundaries who contribute to the the overall vision of how to improve the quality of life along the waterfront here in Jersey City. We closed out 2019 with a number of key projects moving forward into the new year and look forward to the formidable and exciting work that lies in the year ahead.

LOCAL ECONOMIC OUTLOOK: Upward and Forward



Strong Local Economy that Continues to Expand

The diversity of the waterfront's streetscape is matched with an equally diverse array of commercial enterprises. From the **Exchange Place Florist** who operates in the quiet and historic residential neighborhood or **CoolVines Powerhouse**, which brings expert wine insight to the arts district, to the many businesses that operate within the ever-improving **Harborside JC**, the special improvement district is occupied by a cross section of industries that call this community home. With over 70 restaurants, bars, cafes, art studios, and galleries, the waterfront community hosts some of Jersey City's top talent and most desired entertainment and culinary destinations. In 2019, the special improvement district saw a number of unique business openings, signaling a healthy and robust local economy, including: **DomoDomo**, **Nukkad**, **Lokal**, **NaanChing**, **Hybrid**, **B. Good**, **Pianist Envy**, **Hudson Grille**, **Bluestone Lane**, and **Semi Colon Café**. Not to mention the incredible improvements to Harborside JC, which this year has seen the opening of **District Kitchen** and **Manny's District Lounge**. A number of commercial tenants have also moved into the district, including the Northeast American Headquarters for **Whole Foods Market**.





DISTRICT MAINTENANCE & UPKEEP

BY THE NUMBERS

5,566
HRS

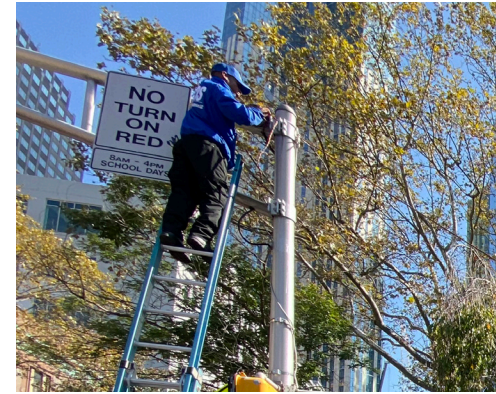
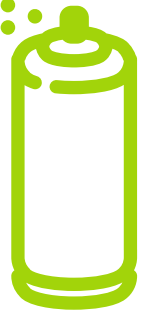


8,190



330

189



The Clean Team's supplemental sanitation services have continued to beautify and improve the aesthetic of the district in 2019. In May, the Exchange Place Alliance began a new maintenance services contract with Commercial District Services, LLC which also oversees the operations and maintenance of the Colgate Center Property Owners Association, among a variety of other districts throughout New Jersey. The five-person, boots-on-the-ground team worked seven-days per week from 6:00 AM to 8:00 PM during the warm months of May-September and from 7:00 AM to 6:00 PM for the colder, off-season months of October-April. In the off-season, the Clean Team provides 154 hours per week of service and in the warm season that number rises to 216 hours per week to accommodate increased activity in our public places.

Since CDS started on-the-ground operations in June, the company has made a large impact in the maintenance of this waterfront community. The Clean Team provided **5,566 hours of cleaning, sanitation, and maintenance services in 2019**. This includes the removal of **8,190 trash bags** directly out of our community, which is roughly **enough to fill 100 Olympic swimming pools!** The team also had **330 instances of poster and sticker removal**, **189 instances of graffiti removal**, and **216 reports of illegal parking and vending**.



SNOW REMOVAL + LANDSCAPING

In 2019, the Exchange Place Alliance continued to ensure maximum pedestrian safety through its comprehensive snow and ice clearing program. Our snow removal team provided the manpower and machinery needed to clear 18" of snowfall from January 2019 onward. For the current 2019-2020 snow season, the Alliance has switched to a season-lump contract pricing model versus the per-inch model it was signed on with previously.

During the warmer months, the Alliance worked to provide district-wide landscaping to 14 unique sites, including a mix of flower beds, street medians, and planters. In 2019, the Alliance further expanded its scope of work to include work done on the Greene Street median and the berm along the Hudson River Waterfront Walkway. The Alliance is currently surveying the feasibility of placing planters along the Montgomery Street corridor as a way to beautify this critical and visible travel artery and is working with local stakeholders and the City Division of Engineering, Traffic and Transportation.



HOLIDAY DECORATION INSTALLATION

This year the Exchange Place Alliance increased the scope and complexity of its holiday decorations. The Alliance wrapped over 50 light poles along with the gazebo and stage structures on Grundy Pier, around Exchange Place, and up Montgomery Street with beautifully decorated garland and bows. We wanted to create a maximum visual impact and made sure that each structure in this vicinity was wrapped in garland. The Alliance also expanded its railing lighting along the Hudson River Waterfront Walkway to extend to the foot of York Street. To top it off, the Alliance put up a 30' Sequoia tree adorned with 20,000 warm-white LED lights that quite literally stood as a beacon of light in its ceremonious location at the end of Grundy Pier. We observed that the tree alone was the site of numerous selfies, family pictures, photography features, and at least one proposal.



MAJOR PROJECTS

Exchange Place and Paulus Hook Park Improvements

The Exchange Place Alliance continued to work with the City and local stakeholders to come closer to breaking ground on much-needed public space improvements to Exchange Place and Paulus Hook Park. As a critical step, the Exchange Place Alliance has drafted legislation to designate Exchange Place as a Pedestrian Mall through a vote of the City Council and is working on similar designations for other key areas along the waterfront. The designation as a Pedestrian Mall is an important stepping stone along the way to realizing the transformation of Exchange Place into a public park. Currently this legislation is under review with appropriate City officials and agencies. The Alliance has also been advocating to engage the City to participate in various stages of the Paulus Hook Park renovations, especially for dead/diseased tree and object removal before new work begins. Work on Paulus Hook Park will begin in Spring 2020.

Policy Focus: Mobile Food Vendors

This year the Exchange Place Alliance took a deep dive into the regulation of mobile food vendors that operate within the confines of the special improvement district. The Alliance met with various mobile food truck operators and property-owner stakeholders to develop a regulatory policy that works for everyone at the table. Previously, mobile food vendors were loosely regulated while operating around the waterfront. This started to change when in July, the City Council passed Ord. 19-101, creating and eliminating itinerant food vendor parking zones across the City. Here along the waterfront, a new zone was created on the South side of Montgomery Street between Hudson and Greene Streets and the previous zones at the feet of York and Grand Streets were removed. In August, the City's Quality of Life Task Force headed by the Municipal Prosecutor impounded a number of mobile food trucks that violated any number of violations, from parking enforcement citations to health and food safety concerns. Throughout the Fall, the Alliance continued to craft a regulatory framework specific for the special improvement district and has presented this to the City for further review with the aim of passage through the City Council. These new regulations create designated parking spaces for mobile food trucks and a framework whereby mobile food vendors must meet prequalifying conditions before being awarded a parking space within the special improvement district. In the Fall, the Alliance also worked with the City and local stakeholders to approve and carryout the striping of four mobile food vendor parking spaces on Montgomery Street to alleviate a variety of concerns around health and fire safety.

Wayfinding and Design Engagement

Over the past year the Exchange Place Alliance has been in dialogue with a number of firms and contractors who specialize in public information design, which includes pedestrian wayfinding services. In September, the Exchange Place Alliance's Board of Directors voted to officially engage Two Twelve, a Jersey City-owned company, to embark on the exciting journey of rebuilding the waterfront's wayfinding signage and directional orienteering systems. The Alliance and Two Twelve have agreed to Phase 1, which involves a wayfinding needs assessment and a schematic



Transportation and Access Improvements

Throughout 2019, the special improvement district has continually been served by a number of transit options, including the Hudson-Bergen Light Rail, the PATH train, New Jersey Transit bus lines, NY Waterway ferries, the Liberty Landing ferry, and Citi Bike. Notably, the Exchange Place PATH station is undergoing an extensive renovation to its infrastructure and storm security provisions. On most weekends throughout the year, the PATH train between Exchange Place and the World Trade Center has been suspended, and transit riders have been able to conveniently make the transition to a NY Waterway ferry to cross into Manhattan. The Exchange Place Alliance is also working with local and private stakeholders to explore the possibility of an electric scooter share with various docking stations throughout the district along with the addition of more Citi Bike stations. In 2019, the Alliance also welcomed the creation of protected bike lanes through some of its main travel corridors on Montgomery, Greene, and Washington Streets. The Alliance also surveyed the locations and condition of public bike racks throughout the district as part of a wider focus of its maintenance and operations programs. Our district has 68 bike racks that can accommodate about 300 bikes. We are currently in the process of adding public bike racks and Citi Bike locations to a public map on our website.



Events and Marketing



The 2019 Freedom and Fireworks Festival was a massive success, drawing crowds upward of **150,000 people** throughout the day. Food trucks as far as the eye could see lined both sides of Hudson Street near Harborside JC and various activities including a carnival and children's events were spread throughout the festival. This year's featured musical headliners were **Pitbull and Akon**, who both put on an incredible performance. The performance was closely followed by a massive firework display above the Hudson River which was truly awe-inspiring due to its sheer size alone. Overall, the 2019 Freedom and Fireworks Festival was a safe, secure, enjoyable, and memorable event for the City of Jersey City.



Marketing Highlights

Our digital design and engagement operations always run on all cylinders to create content that drives traffic, interest, and ultimately attendance to our events or district in general. Currently, the Alliance has **3,000 followers across Facebook, Twitter, and Instagram** and over **600 subscribers to our monthly newsletter**. The main website also had over **12,000 page visits** in the past year.





Public Art Installations

A major focus of the Exchange Place Alliance in 2019 was bringing more public art into the district. Opening the year back in January, the Alliance had a vision and a belief that bringing in a variety of public art installations in various locations throughout the district would achieve a two-pronged goal: beautifying the community and spurring the flow of art tours and curious eyes throughout the district. We're happy to say that we've met our 2019 goals with great success. The Alliance has featured the following installations: Adorn Me by Tanda Francis, Homme & Femme by Raphael Pangilinan, On Boundaries by Marta Blair, Power House Fence Art 2019, by Norman Kirby, and Labyrinth for Reflection & the Generation of Love [no. 9], by Katelyn Halpern. The Exchange Place Alliance also combined the district's new art installations with existing sculptures and pieces to form a comprehensive walking tour led by Exchange Place Alliance staff. Alternatively, with the help of our website, a visitor can take a self-guided walking tour.



Pier Fest and Movies on the Pier

This past year, the Alliance explored new creative ways to utilize the amazing asset that is J. Owen Grundy Pier Park. We partnered up with Riverview Jazz to operate a spring and fall celebration of music and culture on Jersey City's waterfront. For each event, musicians and bands on two stages at either end of the pier passionately played to the crowds, many of whom were dancing or learning the specific dance for the particular music from an on-site dance instructor. We were also able to partner with 99 Hudson to present a free outdoor screening of *The Goonies* in August, complete with popcorn and some of the best sunset views around.





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