

## Quarterly Performance Report - Report Preview

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**Grant Number** B-02-DW-36-0001                      **Grant Name** State of New York, 9/11 Terrorist Attacks on NYC

**Grantee Name** Lower Manhattan Development Corporation                      **Quarter** Oct 2004

**Grant Amount** \$2,000,000,000.00                      **Obligation Date** 6/7/2002

### [Submitter Information]

**Name:** LMDC  
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**Plan Description:** The Lower Manhattan Development Corporation was created in the aftermath of September 11, 2001 by Governor Pataki and then-Mayor Giuliani to help plan and coordinate the rebuilding and revitalization of Lower Manhattan, defined as everything south of Houston Street. The LMDC is a joint State-City corporation governed by a 16-member Board of Directors, half appointed by the Governor of New York and half by the Mayor of New York. LMDC is charged with ensuring Lower Manhattan recovers from the attacks and emerges even better than it was before. The centerpiece of LMDC's efforts is the creation of a permanent memorial honoring those lost, while affirming the democratic values that came under attack on September 11. The United States Department of Housing and Urban Development appropriated \$2 billion to fund the Lower Manhattan Development Corporation's initiatives.

**Plan Needs:** The World Trade Center attacks resulted in a staggering loss of life and extensive physical destruction to Lower Manhattan. Approximately 30 million square feet of commercial space was damaged or eliminated, and seven buildings in the World Trade Center site were completely leveled. Critical transportation infrastructure was disrupted or obliterated, including the PATH station, the 1/9 subway line and sections of Route 9A and Church Street. Vehicular access to the area south of Canal Street was prohibited for seven days. As a result of the tragedy, residential occupancy rates in the immediate region dropped to 60%, over 100,000 jobs were displaced, and small and large businesses struggled to maintain viability.

### Funding Sources:

- Foundations and corporate and private fundraising
- Other Private Funds - various
- National Park Service's Urban Park and Recreation Recovery Program (UPARR)
- State Senate and Assembly Secured Funds
- City Council Secured Funds

### Funds

Total Projected Budget:	\$1,066,740,586.71
Total HUD Disaster Recovery Funds:	\$1,014,599,809.00
Obligated HUD Disaster Funds to Date:	\$820,116,094.00

Unobligated HUD Disaster Funds to Date:	\$194,483,715.00
Cumulative HUD Disaster Funds to Date:	\$636,388,001.00

**Overall Report Narrative:**

With HUD funding, LMDC is coordinating long-term plans for Lower Manhattan and pursuing initiatives to make the area a vibrant 21st century community for residents, businesses, commuters, and visitors. LMDC is also working to rebuild the World Trade Center site and to create a permanent memorial for the victims of September 11th. A transparent and open public process guides LMDC's ongoing planning efforts.

**Progress in meeting requirement for non-federal public matching funds or its equivalent value(excluding Planning and Administration):**

N/A

**Activities performed for This Reporting Period**

**Activity - RGP-7713) Residential Location Incentive Grants - (WTC only)**

**Start Date:** 6/7/2002

**End Date:** 12/31/2005

**Location Description:** For the purposes of the Grant Program the area of focus has been divided into three zones. These zones are as follows: Zone 1 is defined as the area south of Chambers Street and west of Nassau and Broad Streets, including all buildings which face on those streets and the entirety of Battery Park City. Zone 2 is defined as the area outside Zone 1 but south of Canal Street and southwest of Rutgers Street, including all buildings which face on those streets. Zone 3 is defined as: the area north of Canal Street and Rutgers Street; south of Delancey and Kenmare Streets; and east of Lafayette Street in Manhattan, including all buildings which face on those streets with the exception of Canal Street and Rutgers Street.

**National Objective:** Urgent Need

**Activity Location(s):** N/A

**Funds**

Total Projected Budget:	\$280,500,000.00
Total HUD Disaster Recovery Funds:	\$280,500,000.00
Obligated HUD Disaster Funds to Date:	\$243,159,241.00
Unobligated HUD Disaster Funds to Date:	\$37,340,759.00
Cumulative HUD Disaster Funds to Date:	\$219,868,502.00

**Accomplishments/Beneficiaries**

Measure Description	Expected Quantity	Cumulative to Date
# of Properties	1500	1745
# of Low/Mod Income Households benefitting	12500	26480

# of Low-Income Households benefitting	8400	19641
# of Businesses	10	77
# of Non-business Organizations benefitting	N/A	0
# of Households benefitting	38000	38422

**Report Narrative for this Activity:**

LMDC RESIDENTIAL GRANT PROGRAM (RGP) --- The Residential Grant Program was launched in August 2002 to provide assistance to residents and families who lived downtown on September 11, 2001 and continue to reside in Lower Manhattan, as well as offer financial incentives to new residents who make a two-year commitment to live downtown. On August 15, 2002, LMDC announced the availability of applications for the \$281 million Residential Grant Program. Over 140,000 applications have been distributed throughout the Lower Manhattan area at over 130 locations including community centers, elected officials offices, Community Board offices, senior centers, residential developments, libraries, and at two full service LMDC Residential Grant Program Community Offices located in TriBeCa and Chinatown. --- The deadline for the LMDC Residential Grant Program was May 31, 2003 with a grace period for some exceptions. The community offices closed at the end of August 2003. LMDC's multilingual hotline (1-866-RenewNYC) will remain open through June 2005. This hotline operates Monday through Friday from 9:00 AM to 5:00 PM. --- LMDC sent a second Request for Information Letter in August 2003 to all applicants that were still missing information at that time. LMDC continues to issue approval letters if applicants submit missing information after quality controls, including fraud prevention measures and confirmation of building eligibility, are applied to each application. --- In order to minimize the risk of loss from fraud, LMDC has retained a Compliance Auditor and investigative team, which operate a fraud prevention hotline and other initiatives. LMDC's Vice President for Investigations provides in-house expertise on fraud prevention and has day-to-day oversight responsibility for the investigative team. The fraud prevention hotline number is 1-866-830-9131. The LMDC investigative team works closely with agents from the HUD Office of the Inspector General and the U.S. Postal Service, referring to the United State Attorney's Office for the Southern District those matters where criminal prosecution may be warranted. To date, seven individuals have been arrested on federal theft and mail fraud charges, and all have plead guilty, receiving sentences that have included incarceration, restitution, fines, and probation. The remaining defendant's case is still pending. On August 25, 2003, the Lower Manhattan Development Corporation launched an Amnesty Program which ran through September 30, 2003. The Amnesty Program was established to encourage anyone who improperly received Residential Grant Program funds to come forward and return the funds in return for avoiding prosecution. When the Amnesty Program was launched on August 25th, calls to the fraud prevention hotline have increased, and \$60,000 in funds have been recouped, and efforts to recoup additional funds continue. --- 39,451 applications were approved through June 30, 2004. Of the 39,451 approved applications representing approximately \$226 million in grants, LMDC will distribute 30,748 September 11th Residents Grants, 26,486 2-Year Grants, and 8,081 Family Grants to individuals. LMDC will distribute 1,465 2-Year Grants to 77 businesses. --- There has been a positive response to the LMDC Residential Grant Program. Applicants include residents that lived here prior to September 11, 2001 and remain committed to the area, families making Lower Manhattan their home, and new residents making two-year commitments to Lower Manhattan. Lower Manhattan is comprised of many diverse neighborhoods. 58 percent of the approved applicants are low- or moderate-income individuals and families. 20 percent of the approved applicants are families. Since the Residential Grant Program was first announced in February 2002, there has been a tremendous resurgence of interest in moving to Lower Manhattan, which is reflected in the increase in residential occupancy rates. For example, the occupancy rate of Battery Park City was 60 percent after the attack, rose to 74 percent shortly after the announcement of the draft plan, and is now over 95 percent. 53 percent of the residents in zone 1, the area closest to the World Trade Center site, are new residents to the area since September 11, 2001. The

new and renewed commitment of residents to the area, despite the disaster, provides a strong foundation for the revitalization of Lower Manhattan.

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**Activity - Admin-7700) Administration**

**Start Date:** 2/1/2002

**End Date:** 2/1/2010

**Location Description:** General administrative activities are centralized in LMDC's office at: One Liberty Plaza, 20th floor, New York, NY, 10006, and cover activities within Lower Manhattan.

**National Objective:** N/A

**Activity Location(s):** N/A

**Funds**

Total Projected Budget:	\$26,935,824.00
Total HUD Disaster Recovery Funds:	\$26,935,824.00
Obligated HUD Disaster Funds to Date:	\$20,219,292.00
Unobligated HUD Disaster Funds to Date:	\$6,716,532.00
Cumulative HUD Disaster Funds to Date:	\$20,219,292.00

**Accomplishments/Beneficiaries:** N/A

**Report Narrative for this Activity:**

LMDC GENERAL ADMINISTRATION --- LMDC maintains a staff and office space to carry out its planning and community development activities, including general management, oversight, monitoring, and coordination. In addition, LMDC provides local officials, businesses, and citizens with information about programs. --- PUBLIC PARTICIPATION --- Since its inception, LMDC has solicited and received an unprecedented amount of public comment from all over the world regarding the rebuilding of the World Trade Center site, the creation of a permanent memorial, and the revitalization of Lower Manhattan. Several Advisory Councils representing a broad spectrum of groups affected by the World Trade Center attacks – including victims’ families, business owners, arts and cultural institutions, and downtown residents – regularly consult with LMDC on issues of concern to their respective constituencies. LMDC has held dozens of Advisory Council meetings to date. LMDC has also held over a dozen large-scale public meetings on topics related to the planning process for the rebuilding of the World Trade Center site, the creation of a permanent memorial to the victims of the February 26, 1993 and September 11, 2001 attacks, and the environmental review process. LMDC was a sponsor of "Listening to the City" in July of 2002, which drew over 4,000 participants to discuss rebuilding and revitalization issues. Public hearings and meetings with the Advisory Councils have often focused specifically on the redevelopment of the World Trade Center site, however, broader issues such as transportation, cultural and civic issues, and economic development in the aftermath of September 11, 2001 are also discussed. LMDC conducts additional outreach initiatives such as mailings to city, state, and federal elected officials and civic and community organizations, participates in Community Board meetings, and meets regularly with community groups, civic organizations, and public officials to ensure the opinions of those who were affected are taken into account. LMDC has also created several public exhibits that provided visitors with information and the opportunity to submit written comments on the revitalization efforts. LMDC has received nearly 10,000 comments at the exhibits. On a continuous basis, the LMDC web site solicits public feedback on a variety of topics such as World Trade Center site planning, transportation, Lower Manhattan neighborhoods, the World

Trade Center Site Memorial, and Partial Action Plans. LMDC has received thousands of comments through its web site. LMDC also gathers public input through its Funding Application Process. The Funding Application Process provides an opportunity for members of the public, through their funding proposals and subsequent meetings with LMDC staff, to articulate their perceptions of, and solutions to, the diverse needs of Lower Manhattan. --- NEIGHBORHOOD OUTREACH WORKSHOPS --- During the summer of 2003, the LMDC, in conjunction with the City of New York, held a series of Neighborhood Outreach Workshops to solicit input from communities on their priorities as the LMDC, in cooperation with the State and the City, moves forward with developing additional programs and funding initiatives to fulfill its mission of revitalizing Lower Manhattan south of Houston Street. The LMDC gained invaluable insight throughout the series of the seven workshops held in the Financial District, Battery Park City/WTC site area, City Hall/ Seaport District, Chinatown, the Lower East Side, and Tribeca/ SoHo/ Little Italy. The participants for the workshops included representatives from neighborhood and community civic groups, cultural institutions and organizations, residents, workers, and business owners. A comprehensive report detailing the results of the workshops was released in January of 2004, at which time the LMDC opened a formal comment period on the results of the workshops as detailed in the report, in an effort to solicit additional comments from members of the Lower Manhattan community. The LMDC has used and continues to use the report results to guide its decision-making regarding various initiatives. -- - ENVIRONMENTAL REVIEW OUTREACH EFFORTS --- In June of 2003, the LMDC began the environmental review process for the World Trade Center Memorial and Redevelopment Plan and the future memorial for September 11th. The first step of the process was the release of the Draft Scope of Generic Environmental Impact Statement (GEIS). On July 23, 2003, the LMDC held public scoping meetings to solicit comment on the draft document, which outlined the criteria that could be evaluated as part of the review process. A public comment period for additional written comment was open from June 22, 2003 through August 4, 2003. In continuation of this process, the Draft GEIS was released in January of 2004. The LMDC then conducted a series of briefings for its Advisory Council members and community groups, and held two public hearings on the Draft GEIS and the General Project Plan (GPP) on February 18, 2004. The LMDC received public comment on the Draft GEIS from January 22, 2004 through March 15, 2004. Public comment on the GPP was received through March 19, 2004. On April 15, 2004, LMDC released a Final GEIS and accepted comment on the document until May 24, 2004. On May 18, 2004, LMDC also held a public hearing on the proposed condemnation of the 130 Liberty Street parcel that is part of the project site for the WTC Memorial and Redevelopment Plan. Public comment was also solicited and accepted on a draft conformity determination through June 14, 2004. --- SECTION 106 COORDINATION AND OUTREACH --- LMDC has also been coordinating with public sector partners such as the Federal Transit Administration (FTA), the Port Authority of New York and New Jersey (PANYNJ), Federal Highway Administration (FHWA), and NYS Department of Transportation regarding the eligibility of the WTC Site for listing on the National Register of Historic Places. Beginning in January of 2004, the LMDC and these agencies reached out to and accepted requests from individuals and organizations interested in being involved in this process, which was conducted pursuant to Section 106 of the National Historic Preservation Act. A series of Consulting Parties meetings were held during the first quarter of 2004, which included victims' family members, residents of Lower Manhattan, civic, and preservationist groups. The process culminated in a coordinated Determination of National Register Eligibility dated March 31, 2004 finding the entire WTC Site eligible for listing. Thereafter, LMDC conducted independent meetings with the consulting parties on the WTC Memorial and Redevelopment Plan. This consultation led to the preparation and signing of a Programmatic Agreement between LMDC, the Advisory Council on Historic Preservation (ACHP) and the New York State Historic Preservation Officer (NYSHPO), dated April 22, 2004. Consistent with that Programmatic Agreement, LMDC has continued to provide informational updates to the consulting parties through the ongoing planning process. ---OTHER PUBLIC OUTREACH EVENTS --- For the quarter ending September 30, 2004, LMDC participated in various activities and initiatives related to the rebuilding and revitalization of Lower Manhattan. This includes LMDC's sponsorship of the River to River Festival 2004, a free Lower Manhattan culture and arts festival created to help revitalize Lower Manhattan. On June 2, 2004 LMDC's Board approved the use of funds for sponsoring this event. LMDC staff volunteered to at 10 events, where they distributed palm cards, newsletters and flyers with information on many Lower Manhattan activities and initiatives. LMDC staff successfully

distributed over 29,000 pieces of information, including 9,000 palm cards for the Chinatown Tourism & Marketing Campaign, the Green Market, and Lower Manhattan Parks. In addition, LMDC distributed 3750 newsletters, and 1400 Chinatown Tourism & Marketing campaign brochures. --- LMDC also co-sponsored the Competitive Edge conference along with various New York State and New York City agencies. The Competitive Edge conference, which occurred on July 10, 2004, is an annual event created to ensure diversity in contracting opportunities as well as to provide minority and women owned businesses with information on contracting and general business opportunities. Sponsorship of this event provided LMDC an opportunity to share information with minority and women owned businesses about the 130 Liberty Street deconstruction project and the Memorial and Cultural Program Design contracts. There were 360 participants at this event. --- Also occurring this quarter, LMDC staff engaged in planning for a four-day retail strategy summit from October 5-8, 2004, in partnership with the Port Authority of New York and New Jersey, the Friends of Community Board One, and the Downtown Alliance, co-sponsored. The purpose for this event is to study the creation of a retail corridor that stretches from river to river across Lower Manhattan, which includes the integration the World Financial Center, the WTC site, Fulton Street and South Street Seaport. - -- In this quarter, LMDC also engaged in public outreach activities related to the deconstruction of the building at 130 Liberty Street in response to the community and public concern. In order to ensure that this project is as inclusive and transparent as possible, LMDC developed a comprehensive outreach plan to inform and educate the public on the deconstruction of the building at 130 Liberty Street. As part of this plan, in August 2004, LMDC formed the 130 Liberty Street Advisory committee which is composed of immediate area residents and businesses, elected officials, and Community Board 1 representatives. With the input from this committee and other area stakeholders, LMDC was able to gather general community concerns as well as recommendations on how these concerns may be addressed going forward. In September, 2004, LMDC implemented a comprehensive outreach campaign related to the release of the Initial Building Characterization Study Report for 130 Liberty. The campaign included the opening of a formal 30- day public comment period, the launch of the 130 Liberty Street deconstruction section on the LMDC website, a presentation to Community Board 1 on September 14, 2004, and a Public Information Session on September 23, 2004. The LMDC sent electronic outreach information on the release of the Initial Building Characterization and the opportunities for public involvement to over 6,000 community members and 259 Advisory Council members. LMDC also distributed 5,500 flyers throughout the community and issued a mailing to 250 local area businesses. Lastly, LMDC has designated a staff member as community liaison for this project who is available to interact with various community stakeholders on a daily basis.

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**Activity - P-WTC-7700) Planning**

**Start Date:** 2/1/2002

**End Date:** 3/31/2004

**Location** The office of the Lower Manhattan Development Corporation is located at

**Description:** One Liberty Plaza, 20th Floor, New York, NY 10006.

**National** N/A

**Objective:**

**Activity** N/A

**Location(s):**

**Funds**

Total Projected Budget:	\$9,623,166.00
Total HUD Disaster Recovery Funds:	\$9,623,166.00
Obligated HUD Disaster Funds to Date:	\$9,623,166.00
Unobligated HUD Disaster Funds to Date:	\$0.00
Cumulative HUD Disaster Funds to Date:	\$6,003,501.00

**Accomplishments/Beneficiaries:** N/A

**Report Narrative for this Activity:**

LMDC PLANNING - WTC SITE AND MEMORIAL --- On July 10, 2003, LMDC entered into a contract, jointly with the Port Authority of New York and New Jersey, with Studio Daniel Libeskind, LLC, for design consulting services relating to the redevelopment of the World Trade Center site. The work of this contract includes, but is not limited to, the creation of an integrated site plan reconciling multiple uses on the site and the establishment of design guidelines for commercial development on the site. On September 17, 2003, LMDC, along with the Port Authority and Studio Daniel Libeskind, released a refined master plan for the World Trade Center site, the first such public announcement since the plan was formally selected in February. Following the September 17th announcement, the refined plan was then posted on the LMDC website for public viewing and comment. In the period from April through the end of June 2004, LMDC, the Port Authority of New York and New Jersey and Studio Daniel Libeskind continued to refine the master plan in a number of key areas, including the memorial quadrant and PATH Transit Hall, as well as street directions and security analysis. Following the announcement in January 2004 of the selected memorial, Reflecting Absence by Michael Arad and Peter Walker, work began to integrate the memorial design into the overall master plan for the World Trade Center site. This reconciliation involved detailed work by LMDC, Port Authority and the memorial design team, particularly in the below-grade areas of the western bathtub. In addition to the Arad-Walker team, LMDC hired the firm of Davis, Brody Bond to serve as the Associate Architect on the development of the memorial. Work has also continued on the northwest corner of the site, corresponding with the development of the design of Tower One (the Freedom Tower), which is scheduled to begin construction later this year. LMDC has also begun meeting with representatives of the St. Nicholas Greek Orthodox Church to review programmatic needs and possible locations for the church on the WTC site. --- This quarter marked a significant milestone in the planning effort with the passage by the LMDC Board of Directors of the World Trade Center Memorial and Redevelopment Plan Record of Decision and General Project Plan. The ratification of these documents represented the formal approval by LMDC of the findings included in the LMDC-led, World Trade Center Memorial and Redevelopment Plan Final Environmental Impact Statement. --- In conjunction with the further development of the master plan, LMDC also asked Studio Daniel Libeskind in this quarter to meet with the finalists from the Invitation to Cultural Institutions and develop multiple space planning studies to accommodate their various programs. Studio Daniel Libeskind looked at many different scenarios for both the Performing Arts Center site and the Cultural Buildings site with combinations of cultural uses on each. In addition to refinements to the master plan, Studio Daniel Libeskind also continued to work extensively with LMDC, the Port Authority, the City of New York and the World Trade Center leaseholders in drafting and revising the commercial design guidelines for the World Trade Center site. These guidelines are intended to set out basic urban design principles for the overall development as well as allow for the vision of the master plan to be fulfilled over time. The design guidelines include a chapter on sustainable design and green construction prepared by LMDC, the Port Authority, and Silverstein Properties. ---MEMORIAL --- The creation of a memorial at the World Trade Center site is, and will remain, the centerpiece of LMDC's planning process. LMDC has developed a clearly defined process to guide the development of the memorial that is closely coordinated with the redevelopment process for the World Trade Center site. Two major components of the process were the creation of a memorial mission statement and a memorial program. The mission statement describes the purpose of the memorial, while the program describes the principles that the memorial must embody and the elements it must feature to be considered in the competition. The mission statement and program were released for public comment from January 8, 2003 through February 2, 2003, and revised based on more than 2,000 comments received during that period. The drafts were developed by two separate committees convened by the LMDC that were comprised family members, residents, survivors, first responders, arts and architecture professionals, and community leaders. The committees premised their work on an initial memorial mission statement and program developed by the LMDC Families Advisory Council in spring 2002. The mission statement and program were the

core of the guidelines of LMDC's World Trade Center Site Memorial Competition. On April 18, 2003, the LMDC announced the selection of a distinguished panel of jury members to evaluate and review entries in the international World Trade Center Site Memorial Competition. The jury was comprised of thirteen individuals representing various points of view, including world renowned artists and architects, a family member, a Lower Manhattan resident and business owner, representatives of the Governor and Mayor, and other prominent arts and cultural professionals. On April 28, 2003, the LMDC announced the start of the international competition, and a corresponding global outreach campaign to encourage participation in the competition, featuring ads in newspapers and magazines around the world to design a memorial at the World Trade Center site for all those lost on September 11th and in the 1993 bombing of the World Trade Center. On July 17, 2003, LMDC announced that 5,201 memorial submissions had been received from 63 nations and 49 states for the World Trade Center Site Memorial Competition making it the largest design competition in history. --- Throughout the summer and fall of 2003, the Memorial Competition Jury reviewed all 5,201 submissions and selected eight finalists to further develop their memorial designs. These eight finalists developed three-dimensional models, animations and additional illustrations to convey their designs to the jury. On November 19, 2003, the LMDC opened a public exhibit of the eight finalist designs at the World Financial Center Winter Garden. The jury continued to deliberate, and on January 6, 2004, announced a winning design, Michael Arad and Peter Walker's Reflecting Absence. --- INVITATION TO CULTURAL INSTITUTIONS --- On June 30, 2003, the Lower Manhattan Development Corporation announced a worldwide outreach campaign to cultural institutions interested in becoming part of the facilities and programs on the future World Trade Center site. The Invitation to Cultural Institutions (ICI) sought information from those interested in creating an interpretive museum of the events of February 26, 1993 and September 11, 2001 on the World Trade Center site. It also sought information from cultural institutions interested in relocating or becoming part of cultural facilities on the World Trade Center site. Information gathered from institutions will be used to further develop World Trade Center site plans. The LMDC received responses from 113 cultural institutions. A panel convened by the LMDC, and composed of representatives from the New York State Council on the Arts and the New York City Department of Cultural Affairs, evaluated the 113 responses to gauge what kinds of organizations the cultural community in New York and beyond propose as vital and appropriate components for future development at the World Trade Center site. This panel issued a report on their recommendations in February 2004, which included a short-list of 15 institutions that were evaluated as having potential to become a part of the cultural complex at the World Trade Center site. The LMDC studied all possible combinations of the short-listed institutions to determine feasibility, consulted experts to assist in evaluating the theater proposals and in determining the flexibility of each program and, along with the committee, analyzed the refined proposals in relation to programming, costs, and management structure. On June 10, 2004, LMDC announced a selection of four institutions to occupy two cultural buildings—a performing arts complex and a museum complex—on the site: the Joyce Theater Foundation, the Signature Theatre, the International Freedom Center, and the Drawing Center. The Performing Arts Complex will house: The Joyce International Dance Center, presenting one- or two-week engagements by approximately 30 different dance companies from around the world each year. In addition to performances, the Joyce International Dance Center will provide education programs for school groups, community workshops, open rehearsals, lecture/demonstrations, and other public programs; and the Signature Center, whose new facilities for the Signature Theatre Company will house three distinctive yet complimentary programs - the Master Playwrights Program, an Emerging Playwrights Program, and a World Premiere Program, drawing from the Signature's unique experience producing season-long explorations of the work of a single Playwright-in-Residence. The facility's public space will also offer a forum for lunchtime and evening activities such as staged readings, lectures, and other activities that provide insight into the theatre's work and which incorporate the Lower Manhattan community into the daily life of the center. The Museum Complex will house: The International Freedom Center, a new organization created expressly for the World Trade Center Site that will be an educational resource for the city, the country and the world centered on humankind's enduring quest for freedom. The facility will include exhibit space, a multi-purpose presentation space, and classrooms. Exhibitions, lectures, films and other programs will be developed in partnership with leading arts, cultural, media and academic institutions; and the Drawing Center, the only

fine arts institution in the country to focus solely on the exhibition of drawings. Currently situated in Lower Manhattan's SoHo, the Drawing Center was established to demonstrate the significance and diversity of drawings throughout history, to provide opportunities for emerging and under-recognized artists, and to stimulate public dialogue on issues of art and culture. The Drawing Center will continue to offer exhibition programs, scholarly publications, public forums, and artists' services. A new initiative will present major works by historical figures alongside drawings, illuminating the dynamics of the creative process. On June 10, 2004, LMDC announced this selection, and in July the LMDC Board approved a request to offer planning grants to these selected institutions. Over the next approximately six months, the four institutions will work closely with the LMDC to conduct a detailed feasibility analysis of their proposed programming, funding capacity, and space requirements. At the end of this period, LMDC expects to enter into a formal agreement with these organizations and potentially offer challenge grants to assist with the costs of creating these facilities. On October 12, 2004, LMDC announced the selection of Gehry Partners LLP as architect for the Performing Arts Complex, and Snøhetta as architect for the Museum Complex. The firms were selected through an RFP process that began August 2, 2004 with the issue of an RFP. The firms have begun the schematic design process with the cultural institutions and the LMDC and are expected to complete schematic designs in early 2005---MEMORIAL CENTER--- LMDC and Studio Daniel Libeskind, working in collaboration with the memorial design team of Michael Arad and Peter Walker, established a new location for a below grade Memorial Center dedicated to the events of September 11, 2001, and February 26, 1993 at the southwest corner of the memorial site. On April 8, 2004, The LMDC announced the formation of a Memorial Center Advisory Committee to guide the development of program elements and the curatorial mission of the Memorial Center at the World Trade Center site. The Advisory Committee includes historians, preservationists, curators, victims' family members, residents, survivors, and first responders. The Memorial Center will tell the countless individual and collective stories of the terrorist attacks on February 26, 1993 and September 11, 2001. The Advisory Committee visited the WTC memorial site and Hangar 17 at JFK Airport, where many artifacts from the World Trade Center are being stored; met with professionals to learn from their experience in creating exhibitions; and reviewed an expansive list of archives and resources relating to the attacks. Through a series of facilitated meetings, the Advisory Committee produced draft recommendations that were released for public comment on June 2, 2004. By July 1, 2004, when the public comment period on the Draft Recommendations ended, the LMDC had received submissions from over 400 individuals constituting a total of 1,070 comments (many individuals commented on several topics-these were counted as separate comments). LMDC then prepared a Summary Report describing this response and analyzing its substance. On July 20, 2004, the Memorial Center Advisory Committee convened to discuss the public comment on the Draft Recommendations and consider areas where a review, clarification or revision to the Draft Recommendations might be necessary. Each member had received copies of the Summary Report on the public comment via email prior to the meeting, and copies were again available at the meeting along with the full text of all 1,070 comments. Committee members were moved by the public's response and thoughtfulness, noting that many comments echoed some of the committee's own. The committee concurred with the Summary Report's analysis that a great majority of the public comment was supportive of or encompassed by the ideas and values expressed in the Draft Recommendations, and therefore made no major changes to the document. Changes that were made were reviewed and accepted by the LMDC Board Memorial Working Group. During this process, certain committee members expressed the need to document the experience and view from within the "bathtub" or "pit" of the World Trade Center site in its current form, before certain original elements of the WTC Complex were removed or demolished in preparation for construction of the Freedom Tower. LMDC responded to this concern, as well as to similar comments from the Consulting Parties to the LMDC's Section 106 review process, by seeking two forms of services: 1) panoramic still photography; and 2) moving imagery in digital and other formats from up to two different filmmakers/videographers. The selection process used to determine the proposed contractor for panoramic photography was limited to a single provider in that the services requested are unique. The provider selected was Tito Dupret, an internationally recognized photographer commissioned by The World Monuments Fund to document many of its worldwide "Most Endangered Sites." For the moving imagery, LMDC sought two filmmakers or videographers through a mini-bid process. Based on their

artistic approach to and understanding of the project, their experience filming or producing documentaries, and their interest or previous experience in the subject matter LMDC staff selected the services of EVER and IronBound Films, Inc. This footage, along with the final Recommendations for the Memorial Center and complete record of the public comment, will serve as resources for the interpretive experts (curators, public historians, exhibit designers, and others) hired to develop the Memorial Center's program in the coming months. On October 11, 2004, LMDC issued a Request for Proposals for Institutional Planning Services for the Memorial Center and related aspects of the World Trade Center Memorial and Cultural Program. The selected firm will assist LMDC in its planning efforts in connection with the Memorial Center and related aspects of the World Trade Center Memorial and Cultural Program during the following anticipated phases: planning and schematic design; operational planning and design completion; capital campaign; implementation; and construction. For the initial phase of planning and schematic design, the scope of services to be provided by the selected firm is anticipated to include: 1) Program development; 2) Curatorial consulting and concept development; 3) Institutional planning; 4) Business planning; and 5) Implementation planning. Subsequent to the planning and schematic design phase, the scope of services is anticipated to include supplementing, updating, reviewing and testing information previously developed during the planning and schematic design phase. It is expected that certain of the anticipated phases may require services through 2009, to be determined at a later time by LMDC. Responses to the RFP are due November 1, 2004.

**Activity - P-Env-7708) Planning**

**Start Date:** 2/1/2002

**End Date:** 3/31/2004

**Location** The office of the Lower Manhattan Development Corporation is located at  
**Description:** One Liberty Plaza, 20th floor, New York, NY 10006.

**National** N/A

**Objective:**

**Activity**  
**Location(s):** N/A

**Funds**

Total Projected Budget:	\$8,141,000.00
Total HUD Disaster Recovery Funds:	\$8,141,000.00
Obligated HUD Disaster Funds to Date:	\$8,141,000.00
Unobligated HUD Disaster Funds to Date:	\$0.00
Cumulative HUD Disaster Funds to Date:	\$6,913,105.00

**Accomplishments/Beneficiaries:** N/A

**Report Narrative for this Activity:**

LMDC PLANNING - ENVIRONMENTAL --- LMDC has retained legal counsel and sought advice on environmental and land use requirements and matters relating to LMDC's (1) planning studies and activities relating to the 16-acre World Trade Center site (WTC Site) and certain areas to the south, (2) planning and development of short-term and other improvement projects in Lower Manhattan, (3) long-term planning studies relating to other areas such as the Fulton Street corridor, and (4) public information, outreach, and participation efforts relating to the foregoing activities. LMDC has utilized the services of an environmental consultant for the review of planning and development proposals, the preparation of environmental memoranda, reports, checklists, and notices as appropriate under applicable laws and regulations relating to, among other things, Hudson River Park improvements, the Millennium High School, New

York Stock Exchange Area Security and Streetscape Improvements, parks projects at sites managed by the NYC Department of Parks and Recreation. In preparing such environmental documentation, LMDC has consulted with numerous state and federal agencies, including NYS Department of Environmental Conservation, NYS Office of Parks, Recreation and Historic Preservation, National Park Service, and US Environmental Protection Agency. --- LMDC collaborated with The Port Authority of New York and New Jersey (PANYNJ), the owner of the WTC Site, and other interested parties and communities to arrive at the World Trade Center Memorial and Redevelopment Plan for the site and certain adjacent parcels, including the 130 Liberty Street parcel to the south. In June 2003, LMDC released the Draft Scope of Generic Environmental Impact Statement analyzing the Plan as the proposed action and noticed the related public comment meetings in July 2003. In September 2003, the Board approved the Final Scope and work began on the study and analysis relating to the Plan. The comprehensive Draft Generic Environmental Impact Statement was completed and approved in January 2004 and released for public comment through mid-March. In February 2004, LMDC participated in the mediation of litigation between the owner and insurers of the unoccupied office tower on the 130 Liberty Street parcel. As part of the conclusion of that mediation, LMDC agreed to consider the acquisition and deconstruction of the building as part of the early implementation of the Plan. In preparing a Final Generic Environmental Impact Statement, LMDC reviewed public comments and conducted additional analysis of conditions and work at 130 Liberty Street. LMDC approved a Final Generic Environmental Impact Statement in April 2004 as well as a Final Conformity Determination and a Record of Decision in June 2004. --- LMDC has also been assisted by its environmental counsel and consultants with respect to environmental initiatives and coordination efforts by and among private, city, state, and federal entities involved in rebuilding efforts in Lower Manhattan, including the transportation recovery projects sponsored by Federal Transit Administration (FTA), Federal Highway Administration (FHWA), and Federal Emergency Management Agency. This coordination included a joint review with FTA, PANYNJ, FHWA, and NYS Department of Transportation of the eligibility of the WTC Site for listing on the National Register of Historic Places. That joint review was conducted pursuant to Section 106 of the National Historic Preservation Act and culminated in a coordinated Determination of National Register Eligibility dated March 31, 2004 finding the entire WTC Site eligible for listing. Thereafter, LMDC conducted independent meetings with the consulting parties on the WTC Memorial and Redevelopment Plan. That consultation led to the preparation and signing of a Programmatic Agreement between LMDC, the Advisory Council on Historic Preservation (ACHP) and the New York State Historic Preservation Officer (NYSHPO), dated April 22, 2004, committing to certain documentation, information, and preservation processes. Consistent with that Programmatic Agreement, LMDC has retained consultants that have begun to record the existing conditions at the World Trade Center and has continued to consult with the Port Authority and historic preservation agencies, including the National Park Service. Informational updates are provided to the consulting parties during the ongoing planning process.

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**Activity - 130L-0171) Rehabilitation/reconstruction of public facilities**

**Start Date:** 5/18/2004

**End Date:** 5/18/2009

**Location Description:** The Project Area is located in Lower Manhattan on two sites: (i) the WTC Site, an approximately 16 acre super-block, bounded by West, Vesey, Church, and Liberty Streets; and (ii) the adjacent two city blocks south of the WTC Site, one bounded by Liberty, Washington, Albany and Greenwich Streets, and the other bounded by Liberty, West, Cedar and Washington Streets, and a portion of Liberty Street between those parcels and the WTC Site (collectively, the Southern Site). Specific parcels potentially to be acquired consist of (a) 130 Liberty Street, on which the Deutsche Bank building is situated (the 130 Liberty Site), (b) 155 Cedar Street, on which the St. Nicholas Church was situated (the Church Site), and (c) 140 Liberty Street, which is currently unoccupied (the Milstein Site). All of the structures situated on these parcels were destroyed or severely damaged on September

11, 2001. The potential acquisition of the Church Site and the Milstein Site, if undertaken by LMDC, will be the subject of a subsequent partial action plan.

**National Objective:** Urgent Need

**Activity Location(s):** N/A

**Funds**

Total Projected Budget:	\$164,077,400.00
Total HUD Disaster Recovery Funds:	\$164,077,400.00
Obligated HUD Disaster Funds to Date:	\$145,250,000.00
Unobligated HUD Disaster Funds to Date:	\$18,827,400.00
Cumulative HUD Disaster Funds to Date:	\$98,475,943.00

**Accomplishments/Beneficiaries**

Measure Description	Expected Quantity	Cumulative to Date
# of Low/Mod Income persons benefitting	6565	6565
# of Low-Income persons benefitting	N/A	0
# of Public Facilities	N/A	0
# of Non-business Organizations benefitting	N/A	0
# of Persons benefitting	92600	92600

**Report Narrative for this Activity:**

On August 31, 2004, LMDC acquired the building at 130 Liberty Street damaged by the events of September 11th, pursuant to an agreement established in February 2004 that resolved a dispute between the former owners of the building and its insurers. In anticipation of the purchase, LMDC engaged the services of the Louis Berger Group as the environmental consultant to conduct environmental testing and characterization of the building materials, dust, and mold. The testing and characterization process is ongoing and the initial results were released on September 14, 2004. Following the release, LMDC solicited public comments regarding the characterization results and building deconstruction from September 14, 2004 through October 13, 2004. --- The 130 Liberty Street parcel is targeted for redevelopment as part of LMDC's proposed World Trade Center Memorial and Redevelopment Plan. The acquisition of the Site is necessary for the full implementation of the Plan, particularly the construction of the memorial and cultural institutions. In order to allow the timely implementation of the Plan, the building at 130 Liberty must be deconstructed. LMDC has contracted the services of the Gilbane Building Company to perform the cleaning and deconstruction of the building. This work will consist generally of: (a) gross cleaning and preparation of the building for demolition; (b) deconstruction and demolition of the building; (c) undertaking environmental monitoring during the demolition of the building; (d) transporting all waste and debris from the 130 Liberty Site for disposal (e) removal, backfilling, grading and paving the Site as appropriate. The LMDC has also contracted the services of the URS corporation, a construction management, engineering and environmental services company, to administer the deconstruction contract with Gilbane on behalf of LMDC. -- In carrying out the deconstruction of the 130 Liberty Site, LMDC and Gilbane will coordinate their efforts to achieve the goals of the LMDC in incorporating MBE & WBE concerns and to include minority and women employees into the project workforce.--- PUBLIC OUTREACH--- Using 2000 Census data, there are an estimated 31,266 residents within a 0.5 mile radius of the site, of these residents, an 21.3% fall within the low-moderate income category. Additionally, an estimated 61,400 workers work within a 0.25 mile radius. Throughout the

deconstruction process, LMDC has sought to engage the public in response to community and public concerns. These efforts have included the development of a comprehensive outreach plan to inform and educate the public on the deconstruction of the building at 130 Liberty. LMDC has formed the 130 Liberty Street Advisory Committee, composed of immediate area residents and businesses, elected officials, and Community Board 1 representatives. Additionally, LMDC presented the Initial Characterization Report to Community Board 1 on September 14, 2004, and held a public information session on September 23, 2004. The LMDC has also sent mailings and electronic outreach as well as distributed flyers regarding the Initial Building Characterization report throughout the community. LMDC has also dedicated a staff member to serve as community liaison for this project as a resource for the community.

**Activity - P-LM-7700) Planning**

**Start Date:** 2/1/2002

**End Date:** 3/31/2004

**Location** The office of the Lower Manhattan Development Corporation is located at  
**Description:** One Liberty Plaza, 20th floor, New York, NY 10006.

**National** N/A

**Objective:**

**Activity** N/A

**Location(s):**

**Funds**

Total Projected Budget:	\$4,130,000.00
Total HUD Disaster Recovery Funds:	\$4,130,000.00
Obligated HUD Disaster Funds to Date:	\$3,020,000.00
Unobligated HUD Disaster Funds to Date:	\$1,110,000.00
Cumulative HUD Disaster Funds to Date:	\$1,839,617.00

**Accomplishments/Beneficiaries:** N/A

**Report Narrative for this Activity:**

LMDC PLANNING - OFF-SITE INITIATIVES --- An integral part of LMDC's efforts to revitalize Lower Manhattan are a series of studies that identify short-term and long-term solutions to the challenges facing downtown neighborhoods in the wake of September 11th. These studies include a Chinatown Transportation and Traffic Improvements Study, a Brooklyn Bridge Anchorage Study, a Study of the Fulton Street Retail and Cultural Corridor, a Public Realm Enhancements Study, and an Urban Design and Traffic Study for Greenwich Street South. These studies include data gathering on existing conditions, identification of planning and design opportunities and strategies, and implementation plans. --- Since September 11th, road closures throughout Chinatown have severed crucial links to the Financial District and other areas south of the Brooklyn Bridge, drastically reducing tourism in Chinatown. Additionally, outmoded infrastructure, congestion, insufficient parking and other circulation and access problems have converged to further inhibit Chinatown's commercial and social activity. Parsons Brinckerhoff and Chan Krieger were selected to work in conjunction with LMDC and partner agencies, particularly the NYC Department of Transportation, to develop strategies for improving pedestrian and vehicular circulation within Chinatown as well as connections with surrounding parts of Lower Manhattan. In June 2004, LMDC held its fourteenth public outreach meeting related to the Chinatown Access & Circulation Study, inviting over a hundred workshop participants to discuss and prioritize 12 potential initiatives that were developed and refined by the consultant team through technical analysis and community input. The initiatives address six primary focus areas, including Park Row and the

Civic Center (where multiple streets have been closed since September 11), Chatham Square (a congested, dysfunctional intersection that requires reconfiguration), Coach Buses (which currently load and unload throughout Chinatown without regulation or centralization), Other Bus and Van Services, Parking, and Streetscape. Parsons Brinckerhoff's final report and recommendations will be completed by the end of October and posted for additional public comment. --- Weiss/Manfredi Architects is working on a related study of the Brooklyn Bridge Anchorage area, with Parsons Brinckerhoff, providing traffic analysis and Robert Ducibella providing security consulting services. This study is focusing on a new pedestrian connection on Park Row, and an improved vehicular route on St. James Place/Frankfort Street. Weiss/Manfredi's final report will be completed by mid-November. --- Directly east of the World Trade Center site, the Fulton Street Corridor could become a premier retail and cultural thoroughfare for Lower Manhattan. With river-to-river access, a dense network of subway lines (A, C, E, J, M, Z, 2, 3, 4, 5) situated beneath it, and a major transit hub planned at the corner of Fulton and Broadway, the Fulton Corridor is poised to become Lower Manhattan's "Main Street." LMDC and the City of New York have jointly conducted a study to capitalize on the strengths of Fulton Street's location, accessibility and character to make it an important retail and cultural destination that stretches from the South Street Seaport to the World Financial Center. Retail consultant Gensler Architecture, Design & Planning Worldwide, Inc. was selected to study the existing retail environment along Fulton Street and to propose a revitalization strategy to strengthen and diversify retail outlets and cultural venues along the corridor. Robert A.M. Stern, one of LMDC's house consultants, developed urban design options for realizing many of the recommendations set forth in the Gensler study. The proposed draft plan for the corridor has been presented to the LMDC off-site committee and is under consideration for funding. --- The Financial District has very limited open space, and much of what does exist is privately owned and has been closed since September 11th due to security concerns. LMDC and urban design consultant Smith-Miller+Hawkinson conducted a Public Realm study of the area to identify places within the Financial District where strategic enhancements could maximize accessibility and usability of the area's limited public realm. Louise Nevelson Plaza, bounded by Maiden Lane, Liberty Street, and William Street, is one of the only publicly-owned spaces in the area and has been identified as the best opportunity for a redesign that would increase the site's accessibility and appeal. A new design has been developed and is in the final stages of review by all stakeholders. LMDC has amended Partial Action Plan 4 to include Louise Nevelson Plaza in its Neighborhood Parks and Open Spaces project.--- Greenwich Street South, the area just south of the World Trade Center site, was experiencing a renaissance prior to September 11th, as pockets of outmoded office buildings were being converted to housing. However, many of the area's buildings were damaged in the attacks and remained vacant, and as a result Greenwich Street South has been disconnected from the rest of Lower Manhattan. Hardy Holzman Pfeiffer Associates and URS Corporation were selected to conduct urban design and traffic studies of the area, respectively. Key components of the plan are currently under analysis, including a 200-space bus facility, a 2.5 acre park and 2.75 million square foot of new residential development atop the Brooklyn Battery Tunnel plaza. --- The City of New York is leading a Neighborhood Enhancement Action Plan study to help identify and address challenges in Lower Manhattan. Led by the New York City Housing Development Corporation (HDC) and the Department of Housing Preservation and Development (HPD), the Neighborhood Enhancement Action Plan is designed to study the growing residential community south of Chambers Street. The Weitzman Group was selected to conduct the study, which will begin this year. The scope of the study is currently under reconsideration by the City of New York.

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#### **Activity - P-Eco-7709) Planning**

**Start Date:** 2/1/2002

**End Date:** 3/31/2004

**Location** The office of the Lower Manhattan Development Corporation is located at

**Description:** One Liberty Plaza, 20th floor, New York, NY 10006.

**National** N/A

**Objective:**

**Activity**  
**Location(s):** N/A

**Funds**

Total Projected Budget:	\$900,000.00
Total HUD Disaster Recovery Funds:	\$900,000.00
Obligated HUD Disaster Funds to Date:	\$500,000.00
Unobligated HUD Disaster Funds to Date:	\$400,000.00
Cumulative HUD Disaster Funds to Date:	\$114,901.00

**Accomplishments/Beneficiaries:** N/A

**Report Narrative for this Activity:**

LMDC PLANNING - ECONOMIC ANALYSIS --- LMDC utilizes the services of an economic impact consultant to assist in the evaluation of programs or projects to be funded through CDBG funds. The redevelopment of the World Trade Center site will benefit New York City and other communities in the region in several ways. Construction at the site will provide business opportunities for local contractors and suppliers, and job opportunities for construction workers, skilled workers in related industries such as trucking, architects, engineers and other professionals. New office buildings will accommodate the continued growth of the City's high-value office-based industries. A new complex of cultural facilities and a hotel will support the continued growth of the arts and tourism industries. The memorial, as well as new businesses and cultural activities, will attract millions of visitors whose spending will also fuel the growth of the regional economy. To measure these effects, LMDC hired Appleseed, a New York City-based economic development consulting firm, to analyze the impact of redeveloping the World Trade Center site on three geographic areas: New York City, New York State, and the eighteen-county New York-New Jersey metropolitan area. A comprehensive report was completed and released in October of 2003 detailing the results of the study. LMDC's Planning Department is currently pursuing a study of the development of the Fulton Street corridor as a cultural and entertainment hub. Appleseed, with its sub-consultant Real Estate Solutions, has performed analyses of the economic feasibility of projects proposed for the Fulton Corridor and estimated the potential economic impact on the City and State. In addition, Appleseed conducted a preliminary financing plan for funding a new rail link between Lower Manhattan and Jamaica Station and the JFK Airport. Over the last quarter, Appleseed, with its sub-consultant Real Estate Solutions, has performed an economic impact analysis of certain programs funded by LMDC. The consultants are also preparing an economic analysis of the trust industry in Lower Manhattan.

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**Activity - HHD-7722) Travel and Tourism per 107-117 - (WTC only)**

**Start Date:** 6/14/2003

**End Date:** 7/1/2006

**Location** These cultural institutions are located in Lower Manhattan south of  
**Description:** Houston Street.

**National Objective:** Urgent Need

**Activity**  
**Location(s):** N/A

**Funds**

Total Projected Budget:	\$4,664,000.00
Total HUD Disaster Recovery Funds:	\$4,664,000.00
Obligated HUD Disaster Funds to Date:	\$1,703,851.00
Unobligated HUD Disaster Funds to Date:	\$2,960,149.00
Cumulative HUD Disaster Funds to Date:	\$260,535.00

### Accomplishments/Beneficiaries

Measure Description	Expected Quantity	Cumulative to Date
# of Businesses	N/A	0
# of Non-business Organizations benefitting	15	0
# of Total People reached through advertisements	N/A	0
# of Total Visitors attracted to Lower Manhattan	696000	0
# of Posted Advertisements for Tourism Initiatives	46	0
# of Website visits	N/A	0
# of Distributed Materials	225000	0
# of M/WBEs Benefiting	N/A	0
# of Temporary Jobs Created	N/A	0
# of Permanent Jobs Created	N/A	0

### Report Narrative for this Activity:

HISTORY AND HERITAGE IN DOWNTOWN NYC (HHD) --- LMDC issued two Requests for Proposals on February 2, 2004, for Public Awareness Services/Earned Media Placement and Brand Development/Advertising Creative. Dan Klores Communications (DKC) was selected to coordinate the Public Awareness/Earned Media outreach, and Bandujo, Donker & Brothers (Bandujo), in collaboration with Brand Champs, was selected to handle Brand Development/Advertising Creative Services. On April 13, the LMDC Board of Directors approved this recommendation. Interactive brand range development sessions were conducted with the leadership of the HHD Consortium to develop a branded identity and tag line reflecting the essence of History & Heritage Downtown. HHD provided promotional copy and imagery for a two-page advertisement in the Tribeca Film Festival (TFF) 2004 Guide. This official Guide was distributed at all Festival events May 1-9 and was an insert supplement in the New York Times on Sunday, April 18, 2004. The Guide was also available for download from the Tribeca Film Festival website. During the second quarter, the HHD Consortium staged a successful public event showcasing the museums and their respective experiences at the World Financial Center Winter Garden. The public showcase event, held on May 16, 2004, was attended by 2,000-3,000 people and free print and television coverage was provided by the media. In June, Bandujo and DKC, the consortium's newly hired advertising and public relations agencies, were issued contracts to begin their marketing efforts. Both groups reviewed recently conducted market research studies and submitted an integrated Marketing Plan, Media Plan and Media Rationale which focused on the objective of reaching the identified target audience. One of the marketing initiatives included in the plan is the development of an independent web site to promote the museums. The strategy for this plan was coordinated with DKC and helped to shape the public awareness outreach effort to obtain earned media/publicity. As part of Bandujo's scope of work, they were charged with the assignment of producing a logo which would convey a branded image of the consortium that would be promoted to the public and used in all marketing communications. With the approval of all

museum representatives, and the endorsement of LMDC, it was agreed to change the consortium reference name from History & Heritage Downtown to the Museums of Lower Manhattan. The consortium and LMDC reviewed a request by Saint Paul's Chapel for its new permanent exhibit "Unwavering Spirit" to be included as part of the marketing campaign. Upon consideration of their request, and other salient factors, Consortium members agreed to expand its 15 member institutions to include, effective immediately, "The Unwavering Spirit" exhibit at St. Paul's Chapel as part of the marketing campaign. The new branded campaign began with a two-page centerfold advertisement in a popular New York City based tourism publication, WHERE Magazine. This ad also promoted a free Downtown Zagats Guide offer with the redemption of a free standing coupon at any of the Lower Manhattan Museums. Additional ads were placed with The New York Times, New York Magazine, Time Out New York and Museums New York (see attachment 5 for sample ad and new logo treatment). A radio commercial was produced and air time was purchased on WLTW FM and WCBS AM. DKC achieved print placements in the July 4th Travel section of the Pittsburgh Post-Gazette, the July 19th issue of Newsweek magazine and assorted calendar listing in both the Daily New and New York Post. DKC was also successful in arranging a WNBC on-air interview with LMDC President, Kevin Rampe, to talk about the museum consortium. A transit campaign involving interior subway card advertising, interior bus card advertising and exterior bus shelters is planned for the fall. Additionally, museum exit surveys and on-line surveys are planned for the winter of 2004 to monitor the preliminary success of the campaign and provide direction for future efforts. For the quarter ending September 30, 2004, The Museums of Lower Manhattan Campaign launched an aggressive advertising initiative during the key New York City summer tourism season with print Ads placed in The New York Times, Time Out New York, New York Magazine, NYC Visitors Guide, WHERE Magazine, InNew York, City Guide and Museums New York. In addition to the print media purchases, a 7 week radio schedule was also purchased with two of the New York Metropolitan Area's most popular stations - WCBS AM and WLTW FM. Each station provided a value added promotion providing additional exposure for the campaign to accompany the Ad buy. A transit component of the campaign featured the Museums of Lower Manhattan's branded message on 1,000 MTA subway cards during September 2004, along with 46 outdoor bus shelter posters throughout Manhattan, Brooklyn and Queens. The creative advertising message promoted the 15 museums and a web site ([www.NYstartshere.org](http://www.NYstartshere.org)) where the public could easily access additional information about all of the museums. 50,000 discount coupon books, displaying the Museums of Lower Manhattan along with special admissions offers, were printed and distributed to potential museum visitors via New York Waterways and Gray Line sightseeing buses. 75,000 branded z-card subway maps were produced and distributed via the concierge desks at New York City's most popular hotels. LMDC also produced an additional 100,000 walking tour brochure/maps to accommodate the increased public demand for the materials which were distributed by the 15 Museums of Lower Manhattan, various information kiosks around New York City and key tourism brochure racks in the area supplied by CTM Brochure Display, Inc. The aforementioned quantity was produced and distributed while a new updated version of the map/brochure was being developed to reflect the new image of the campaign. 750,000 new map/brochures will be produced and are projected to be distributed during the fourth quarter of 2004 and first three quarters of 2005. Publicity, generated by Dan Klores Communications (DKC) the Museums of Lower Manhattan's contracted public relations firm, included an interview with Kevin Rampe, President of LMDC, on two area television stations: WNBC and New York 1. During each interview Mr. Rampe spoke about the museums and covered key topics including the diversity of the museum offerings, their close proximity to one another, and Lower Manhattan as a thriving cultural destination. These key points were similarly addressed in print stories featured within the Pittsburgh Post Gazette, the Toronto Star, the New York Post, New York Magazine and Newsweek. A comprehensive Press Kit, featuring the branded identity of the marketing campaign along with information about the 15 Museums of Lower Manhattan, was also introduced to media outlets by DKC. Three of the previously uncommitted museums within the group were encouraged to obtain membership status with NYC&Co, New York City's principle tourism marketing agency, to demonstrate the resolve and solidarity of the consortium's efforts to position Lower Manhattan as a thriving cultural destination within New York City. Metrics used to gauge the effectiveness of the campaign include web site visitation, attendance at the 15 Museums of Lower Manhattan and a professionally implemented internet tracking survey utilizing a scientifically accurate pre-

screened panel of 750 respondents. Web reports documenting visitation to the site indicated a 129% page view increase July – August, with an additional 89% increase August – September and an additional 26% increase September - October. While attendance figures varied from museum to museum during the implementation of the marketing campaign, most reported an increase in visitors with percentages varying from 7% - 43%. Results of the internet based tracking survey will be documented within the next report.

**Activity - DBIdg-7747) Rehabilitation/reconstruction of other non-residential structures**

**Start Date:** 8/6/2003

**End Date:** 12/31/2005

**Location Description:** 130 Liberty Street, NY, NY

**National Objective:** Urgent Need

**Activity Location(s):** N/A

**Funds**

Total Projected Budget:	\$0.00
Total HUD Disaster Recovery Funds:	\$0.00
Obligated HUD Disaster Funds to Date:	\$0.00
Unobligated HUD Disaster Funds to Date:	\$0.00
Cumulative HUD Disaster Funds to Date:	\$0.00

**Accomplishments/Beneficiaries**

Measure Description	Expected Quantity	Cumulative to Date
# of Low/Mod Income persons benefitting	N/A	0
# of Low-Income persons benefitting	N/A	0
# of buildings (non-residential)	N/A	0
# of Businesses	N/A	0
# of Non-business Organizations benefitting	N/A	0
# of Persons benefitting	N/A	0

**Report Narrative for this Activity:**

REHABILITATION/RECONSTRUCTION OF OTHER NON-RESIDENTIAL STRUCTURES --- The original Partial Action Plan 4, as approved by HUD, proposed spending up to \$1,500,000.00 toward Damaged Building Beautification for the building at 130 Liberty Street. Due to the timing of this project, and the mediation of the insurance dispute regarding the fate of the building, which led to a settlement through which the LMDC will proceed to purchase the property and clean and deconstruct the building, the amount allocated for this project will be reallocated to Neighborhood Parks and Open Spaces projects, as indicated in the approved Partial Action Plan. This change was articulated in the Amended Partial Action Plan 4, approved by the LMDC Board of Directors at the June 2, 2004 Board meeting and released on June 9, 2004. Funds allocated for this activity have been reallocated to Neighborhood Parks and Open Spaces Projects. This activity is completed and there will be no further reporting on this activity in future quarterly reports.

**Activity - LMCO-7748) Public services**

**Start Date:** 8/6/2003

**End Date:** 12/31/2004

**Location Description:** Manhattan south of Houston Street.

**National Objective:** Urgent Need

**Activity Location(s):** N/A

**Funds**

Total Projected Budget:	\$1,000,000.00
Total HUD Disaster Recovery Funds:	\$1,000,000.00
Obligated HUD Disaster Funds to Date:	\$700,000.00
Unobligated HUD Disaster Funds to Date:	\$300,000.00
Cumulative HUD Disaster Funds to Date:	\$390,700.00

**Accomplishments/Beneficiaries**

Measure Description	Expected Quantity	Cumulative to Date
# of Low/Mod Income persons benefitting	N/A	0
# of Low-Income persons benefitting	N/A	0
# of Public Facilities	N/A	0
# of Businesses	18927	18927
# of Non-business Organizations benefitting	N/A	0
# of Persons benefitting	474019	474019

**Report Narrative for this Activity:**

SHORT-TERM CAPITAL PROJECTS - LOWER MANHATTAN COMMUNICATIONS OUTREACH CAMPAIGN--- In June 2003, LMDC announced the launch of a communications outreach campaign to inform Lower Manhattan residents, employees, and visitors of upcoming short-term, quality of life improvements. The campaign began when LMDC staff and volunteers fanned out across Lower Manhattan from 7-9 a.m. to distribute thousands of palm cards and place 100 posters in local businesses and restaurants. The communications outreach campaign is one of the elements outlined in Governor Pataki's call for short-term, quality-of-life improvements in Lower Manhattan. The campaign's three components include: the development of branded marketing materials; the creation of informational kiosks at strategic locations downtown that will double as visitor centers; and, the distribution of LMDC print materials and electronic updates. LMDC's downtown Rebuilding Information Kiosk, located at the new World Trade Center Path Station has seen a significant increase in public inquiries this quarter. The Kiosk staff is averaging approximately 1,500 inquiries per day. An integral part of coordinating the revitalization of Lower Manhattan is the continued viability of local restaurants, entertainment establishments, and attractions and hotels in the aftermath of the September 11th, 2001 attacks. A frequent concern voiced by area merchants is that many of Lower Manhattan's thousands of employees remain unaware of the offerings available downtown. As a result, patronage at Lower Manhattan businesses declines dramatically when the work-day ends, and LMDC's goal of transforming Lower Manhattan into a 24-hour community suffers. To address this need for a consumer guide, LMDC, with the Empire State Development Corporation (ESD), leveraged the established brand of New York City's leading restaurant and tourism guide, Zagat Survey. Thousands of Zagat Survey Lower Manhattan Guides were produced at below-market and below-cost prices and distributed to all downtown area employers below Houston Street. --- In addition to containing reviews of local restaurants, entertainment establishments, attractions, and hotels, the guide contains

information on LMDC's mission and key milestones to-date; an overview of plans for the World Trade Center site and plans for revitalizing Lower Manhattan's transportation network. The guide also promotes Lower Manhattan's cultural treasures and the History and Heritage Campaign (aka the Museums of Lower Manhattan). This guide, produced during the first quarter, continues to be disseminated at community events and festivals as part of LMDC's public outreach efforts. As part of the campaign, LMDC is continuing to reach out to downtown businesses, residents, and visitors in order to distribute e-updates and print materials. During the second quarter, thousands of e-update subscribers received numerous updates highlighting downtown improvements and news events. Additionally, Chinatown, the Tribeca Film Festival, and Lower Manhattan Parks were highlighted, each with its own palm card. They were distributed at the Film Festival, at the Kiosk, and at several downtown businesses south of Houston Street.---This quarter ending September 30, 2004, LMDC's downtown Rebuilding Information Kiosk, located at the temporary World Trade Center Path Station has seen significant public inquiries. The Kiosk staff, which is also funded under the program, is averaging approximately 10,000 or more inquiries per week. Also, the groundwork for the Chinatown Kiosk has also begun. It will be located at the intersection of Canal, Baxter, Walker Streets. LMDC continues reaching out to businesses and residents downtown in order to distribute newsletters and e-updates. This past quarter, 150,000 LMDC newsletters were printed for distribution in the informational kiosk, inserted in local publications, and delivered to businesses south of Houston Street. Also, thousands of e-update subscribers received numerous e-updates highlighting the downtown improvements. Additionally, thousands of palm cards highlighting Chinatown and the WTC Greenmarket were printed and distributed at the Kiosk and events such as the River-to-River Festival and the Splendor of Florence Festival.

**Activity - Airp-7700) Planning**

**Start Date:** 8/6/2003

**End Date:** 12/31/2004

**Location Description:** Lower Manhattan

**National Objective:** N/A

**Activity Location(s):** N/A

**Funds**

Total Projected Budget:	\$5,260,000.00
Total HUD Disaster Recovery Funds:	\$5,260,000.00
Obligated HUD Disaster Funds to Date:	\$3,150,000.00
Unobligated HUD Disaster Funds to Date:	\$2,110,000.00
Cumulative HUD Disaster Funds to Date:	\$2,022,925.00

**Accomplishments/Beneficiaries:** N/A

**Report Narrative for this Activity:**

LONG-TERM PLANNING - LOWER MANHATTAN TRANSPORTATION PLANNING: COMMUTER AND AIRPORT ACCESS ALTERNATIVES ANALYSES --- In the wake of the 9/11 attacks, improved access to the region's airports has become a critical piece in the revitalization strategy for Lower Manhattan and in the district's long-term goal of maintaining national and international competitiveness and viability as a commercial center. Equally as important is improved access for Long Island, one of the area's fastest growing regions and a critical labor pool for Lower Manhattan. The LMDC is coordinating a transportation study to identify and evaluate long-range opportunities to provide enhanced rail access to the Lower Manhattan Central Business District from John F. Kennedy International Airport (JFK) Airport in Queens, and from the Long

Island Railroad (LIRR) Station in Jamaica, Queens. The study is jointly conducted by the LMDC, the Port Authority of New York and New Jersey (PA), the Metropolitan Transit Authority (MTA); and the City of New York (the City). Holding a dialogue with a broad range of constituents, the LMDC, the MTA, the PA, and the City have identified improvements in access from Lower Manhattan to JFK and Jamaica Station as a key element in the area's economic recovery, and, in the case of JFK access, in Lower Manhattan's ability to compete with other global economic centers such as London, Berlin and Tokyo that have direct access to their international airports. LMDC and its partners in this study selected the joint team of Parsons Transportation Group of New York, Inc. and SYSTRA Engineering, Inc. to conduct the Lower Manhattan Airport and Commuter Access Alternatives Analysis, pursuant to an RFP issued on June 30, 2003 and an approval of selection by the LMDC Board on August 14, 2003. LMDC has also hired an in-house consultant from STV Incorporated to assist in coordination and analysis of this study, as well as to act as an adviser on Lower Manhattan-related transportation policy. On February 4, 2004 the LMDC announced a short-list of four alternatives that were under consideration as means improved rail access from Lower Manhattan to Long Island and JFK International Airport. The "short-list" was the mid-point result of a feasibility study and included alternatives using existing subway tunnels and the construction of a new tunnel to cross the East River. On May 5, 2004, Governor Pataki announced the recommendation based on this study which is the construction of a new tunnel across the East River. The Governor explained that, based on two finalist options – the other utilizing the Montague Street subway tunnel – the new tunnel is superior in that it expands the capacity of the New York City transit system, offers the opportunity for the highest level of service, as well as offering the possibility for additional uses in the future. The next phase of the project is the formal environmental review which will begin in 2004.

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**Activity - CTMP-7751) Travel and Tourism per 107-117 - (WTC only)**

**Start Date:** 1/28/2004

**End Date:** 1/28/2006

**Location** Lower Manhattan, specifically the Chinatown area, which includes zip

**Description:** codes 10002 and 10038.

**National** Urgent Need

**Objective:**

**Activity** N/A

**Location(s):**

**Funds**

Total Projected Budget:	\$2,000,000.00
Total HUD Disaster Recovery Funds:	\$1,000,000.00
Obligated HUD Disaster Funds to Date:	\$656,000.00
Unobligated HUD Disaster Funds to Date:	\$344,000.00
Cumulative HUD Disaster Funds to Date:	\$222,500.00

**Accomplishments/Beneficiaries**

Measure Description	Expected Quantity	Cumulative to Date
# of Businesses	N/A	0
# of Non-business Organizations benefitting	N/A	0
# of Total People reached through advertisements	N/A	0
# of Total Visitors attracted to Lower Manhattan	N/A	0

# of Posted Advertisements for Tourism Initiatives	102	0
# of Website visits	N/A	0
# of Distributed Materials	N/A	0
# of M/WBEs Benefiting	N/A	0
# of Temporary Jobs Created	N/A	0
# of Permanent Jobs Created	N/A	0

**Report Narrative for this Activity:**

CHINATOWN TOURISM AND MARKETING PROGRAM --- In conjunction with the September 11th Fund, LMDC issued a Request for Proposals in 2003 for a large scale tourism and marketing campaign for Chinatown, an area greatly impacted by the decrease in visitors as a result of September 11th and the outbreak of SARS in Asia in 2003. On January 20, 2004, LMDC and the September 11th Fund announced the selection of the team that will be working on the campaign, which includes Asian Women in Business, Dentsu Communications, and M. Silver Associates. NYC & Company, the City's official tourism and marketing organization, will serve as the program administrator for the campaign. LMDC and the September 11th Fund created a Chinatown Tourism and Marketing Advisory Committee, derived from LMDC's existing Chinatown Working Group, which includes a broad representation of stakeholders in the Chinatown community, including business owners, civic leaders, residents, and representatives of area elected officials to provide continuous community involvement in the campaign. The campaign was officially launched on May 10, 2004 with a great deal of main stream and tourism industry media coverage. The campaign logo, website ([www.ExploreChinatown.com](http://www.ExploreChinatown.com)), branding—Explore Chinatown, as well as the Chinatown brochure were introduced during this launch. A walking tour of Chinatown was offered to the media following the event to pique their interest. A certified Chinatown tour guide provided "Familiarization trips" to tour operators and industry influencers with the purpose of highlighting Chinatown's points of interest and to educate and entice them to help promote Chinatown to visitors. Press releases and calls to main stream and travel & tourism media were conducted periodically to generate articles and keep Chinatown in the spotlight. In addition, LMDC campaign staff members distributed campaign materials at a number of highly visible downtown events that attract thousands of residents and visitors, including the Tribeca Film Festival, River to River festival events throughout Lower Manhattan, and the 3 Farms Music Festival in the Lower East Side. At the same time, Asian Women in Business has been going door to door to offer individual technical and marketing assistance to businesses in Chinatown that want to participate in the campaign. Advertisement placement strategies, sponsorship opportunities, and existing events promotion are being developed with the input of the advisory committee. These efforts are part of the team's continuous effort to promote Chinatown as a regional, domestic, and international destination for all visitors and tourists. This Quarter ending September, 2004, the Explore Chinatown campaign showed significant progress in reaching its goal to attract more tourists and visitors to Chinatown. The campaign fostered strong partnerships with community organizations, which agreed to co-promote events in order to increase tourist and visitor traffic in Chinatown. With the help of the Explore Chinatown team, community events such as the Independence Day Parade and Festival, the Burmese Water Festival, the RNC Cultural Day, the Autumn Moon Parade & Festival, and the Taste of Chinatown outdoor festival, that were previously not well known, were expanded, promoted and successfully attracted thousands of new and repeat visitors and tourists to Chinatown. These events also received major attention from local and mainstream media. In addition, technical and marketing assistance were provided to help businesses develop promotions, discount offers and tour products to take advantage of the increased visitor traffic. To support and compliment these events, 100 official NYC & Co lamppost banners with the "Chinatown New York City" logo and [www.ExploreChinatown.com](http://www.ExploreChinatown.com) URL were installed throughout Chinatown. Concurrently, 2 pro-bono 1/8 page ads promoting the Autumn Moon Festival were published in the New York Times and a free full page ad with the tagline: "There is so much more to explore." was published in the official Fall/Winter 2004 edition of the NYC

Guide by NYC & Co. The team continues its efforts to leverage the successful collaborations and increased media exposure to improve and enhance the community awareness, participation and support of the campaign so the increase in visitor traffic can be translate into economic benefits for the community.

**Activity - LMINFO-152) Public services**

**Start Date:** 1/28/2004

**End Date:** 3/31/2005

**Location Description:** Manhattan south of Houston Street.

**National Objective:** Urgent Need

**Activity Location(s):** N/A

**Funds**

Total Projected Budget:	\$1,300,000.00
Total HUD Disaster Recovery Funds:	\$1,300,000.00
Obligated HUD Disaster Funds to Date:	\$1,300,000.00
Unobligated HUD Disaster Funds to Date:	\$0.00
Cumulative HUD Disaster Funds to Date:	\$0.00

**Accomplishments/Beneficiaries**

Measure Description	Expected Quantity	Cumulative to Date
# of Low/Mod Income persons benefitting	N/A	0
# of Low-Income persons benefitting	N/A	0
# of Public Facilities	N/A	0
# of Businesses	18927	0
# of Non-business Organizations benefitting	N/A	0
# of Persons benefitting	540000	0

**Report Narrative for this Activity:**

LOWER MANHATTAN INFORMATION PROGRAM --- The Lower Manhattan Public Information Campaign (LowerManhattan.info) provides people who live, work and visit Lower Manhattan with a single source for essential news and information about the area and its recovery. This public information program is led by the City of New York in partnership with the LMDC, New York State, and the federal government in conjunction with partner agencies and organizations at the local, state, and federal level. ---WEBSITE--- The centerpiece of the LowerManhattan.info campaign is a comprehensive website, www.LowerManhattan.info, which offers regularly updated news and information for area residents, workers, and visitors. Topics include transportation and transit; health, safety and security; rebuilding plans and progress; assistance and incentives; community involvement opportunities; things to do; and Lower Manhattan history. The site received 95,086 visitors in April 2004, 104,200 visitors in May 2004 and 103,124 in June 2004.---NEWSLETTER--- The eighth quarterly newsletter will be distributed the first week in August 2004. There are currently over 385 businesses and organizations on the distribution list. Over two thousand copies of the newsletter's next edition will be shipped to LMDC's information kiosk located at the World Trade Center Subway/Path Station. ----CONSTRUCTION SIGNS--- As part of the campaign, construction signs were recently installed at NYU Downtown Hospital and the campaign is currently engaged in content

creation and design for another six projects. ----ADVERTISING--- Quarter-page color advertisements are running in the Tribeca Tribune, Downtown Express, Crains, and Metro throughout the summer. Additional advertising for both the Path trains and local phone booths are planned for late July, and 80,000 palm cards have been produced for distribution in July. - --ADDITIONAL OUTREACH--- The campaign recently increased the presence of staff and volunteers on the streets to almost 160 hours, handing out both joint LMDC palm cards as well as LowerManhattan.info cards. The campaign is also continuing to reach out to large corporations, small businesses and residents. The one-on-one grassroots campaign was very successful in June, introducing the campaign to 140 Lower Manhattan small businesses and organizations. Additionally, they sent information packets to community organizations, property managers, as well as to large corporations asking for their help in distributing information. LowerManhattan.info continues to attend community meetings and coordinate with other city agencies. ---AWARDS--- The campaign recently won several awards: The New York Chapter of the Public Relations Society of America awarded two Big Apple awards in the categories of Community Relations and Best Use of Online or Interactive Technology, The Center for Digital Technology awarded it "Most Innovative. This quarter ending September 30, 2004, the Lower Manhattan.info site had 122,012 visits in July, 116,929 in August, and 129,570 visits in September. The eighth quarterly newsletter was distributed in August and had a circulation of 200,000. There are over 400 businesses and organizations on the distribution list. As part of the campaign, over 24 new signs were installed at various construction projects downtown. Numerous ads have also run in several New York newspapers highlighting the site. Advertising for the site was also conducted in the PATH trains and stations and in local telephone booths.

**Activity - R2R-7717) Administration**

**Responsible UOG:** Alliance for Downtown New York

**Start Date:** 6/6/2002

**End Date:** 10/7/2002

**Location Description:** The summer season-long festival of the arts in Lower Manhattan named "River-to-River" is held throughout the Lower Manhattan area and targets the entire NYC area.

**National Objective:** N/A

**Activity Location(s):** N/A

**Funds**

Total Projected Budget:	\$7,625,699.00
Total HUD Disaster Recovery Funds:	\$500,000.00
Obligated HUD Disaster Funds to Date:	\$500,000.00
Unobligated HUD Disaster Funds to Date:	\$0.00
Cumulative HUD Disaster Funds to Date:	\$500,000.00

**Accomplishments/Beneficiaries:** N/A

**Report Narrative for this Activity:**

All funds for this activity have been expended. This activity is completed and there will be no further reporting on this activity in future quarterly reports.

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**Activity - StrSc-7741) Rehabilitation/reconstruction of a public improvement**

**Responsible UOG:** Alliance for Downtown New York

**Start Date:** 8/6/2003

**End Date:** 12/31/2004

**Location Description:** The project area consists of both sides of Broadway, from Battery Park to City Hall Park. The project area is divided into three segments: Battery Place to Exchange Place, Exchange Place to Liberty Street, and Liberty Street to Barclay Street.

**National Objective:** Urgent Need

**Activity Location(s):** N/A

**Funds**

Total Projected Budget:	\$19,500,000.00
Total HUD Disaster Recovery Funds:	\$4,000,000.00
Obligated HUD Disaster Funds to Date:	\$4,000,000.00
Unobligated HUD Disaster Funds to Date:	\$0.00
Cumulative HUD Disaster Funds to Date:	\$2,635,871.00

**Accomplishments/Beneficiaries**

Measure Description	Expected Quantity	Cumulative to Date
# of Low/Mod Income persons benefitting	N/A	0
# of Low-Income persons benefitting	N/A	0
# of Persons benefitting	140947	0
# of Linear feet of Public Improvement	N/A	0
# of Linear miles of Public Improvement	N/A	0
# cable feet of public utility	N/A	0

**Report Narrative for this Activity:**

SHORT-TERM CAPITAL PROJECTS - DOWNTOWN ALLIANCE STREETScape PROGRAM --- Following the recovery efforts and round-the-clock clean-up at the World Trade Center site since September 11, 2001, there has been a need to enhance the streetscape neighboring the World Trade Center Site. The Alliance for Downtown New York has developed a short term action plan, based on its previously completed Streetscape Study to improve safety, add signage, and increase navigability along lower Broadway. Interim security beautification measures for the Financial District are also included in the project. The project area consists of both sides of Broadway, from Battery Park to City Hall Park, as well as parts of Park Row and selected intersections in the Financial District roughly bounded by Broadway, Pine Street, William Street, and Beaver Street. The main project area along Broadway is divided into three segments: Battery Place to Exchange Place, Exchange Place to Liberty Street, and Liberty Street to Barclay Street. This project will complete the Downtown Alliance Streetscape Plan, not including frontages where building construction is planned or underway. Elements of the Streetscape Plan include sidewalk inserts, sidewalks with specially tinted concrete, and 12" granite curbs with street names and markers of historic Broadway events; new custom lighting designed to improve overall illumination; new benches, bollards, and waste receptacles; and

specially-designed signage to facilitate way-finding and identification of significant sites. The streetscape elements are being replaced in-kind. In addition, this project includes the temporary placement of landscaped planters at select intersections in the Financial District to establish an interim security perimeter in advance of more developed and/or permanent security measures.---A Subrecipient Agreement for the project was finalized in March 2004. In the second quarter of the project, the improvements are near completion. There was 2200 square feet of improvements, with work primarily taking place on Broadway between Pine and Cedar Streets, Broadway between Park Place and Barclay Street and Broadway between Fulton and Vesey Street. The project is currently progressing toward a late October completion date.

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**Activity - ETAP-0102) Econ. development or recovery activity that creates/retains jobs**

**Responsible UOG:** Empire State Development Corporation (ESD)

**Start Date:** 8/1/2002

**End Date:** 2/1/2005

**Location Description:** The geographic area of focus of the ETAP program is businesses and organizations located in the area south of 14th Street in Manhattan. The grants will prioritize individuals affected by September 11th, specifically individuals who lost wages and worked below Houston Street on September 11th.

**National Objective:** Urgent Need

**Activity Location(s):** N/A

**Funds**

Total Projected Budget:	\$500,000.00
Total HUD Disaster Recovery Funds:	\$500,000.00
Obligated HUD Disaster Funds to Date:	\$226,810.00
Unobligated HUD Disaster Funds to Date:	\$273,190.00
Cumulative HUD Disaster Funds to Date:	\$226,810.00

**Accomplishments/Beneficiaries**

Measure Description	Expected Quantity	Cumulative to Date
# of Low/Mod Income persons benefitting	N/A	0
# of Low-Income persons benefitting	N/A	0
# of buildings (non-residential)	N/A	0
# of Businesses	5	10
# of Persons benefitting	150	317

**Report Narrative for this Activity:**

The WTC Employment Training Assistance Program (ETAP), established by the Empire State Development Corporation (ESDC), in cooperation with the Lower Manhattan Development Corporation (LMDC) and the New York City Economic Development Corporation (EDC), provides assistance to small businesses and not-for-profit organizations to offer training opportunities to their employees in Lower Manhattan. An initial \$10 million had been allocated to ETAP from a \$2 billion federal appropriation made available to LMDC through HUD. In

August 2003, a reallocation of ETAP funds to the BRG program was made and the ETAP budget was reduced to \$500,000. This reallocation was made based on an evaluation of the program's popularity and the additional funding needs of the BRG program. As of May 12, 2003 ESDC no longer accepted eligible applications for ETAP due to the reallocation the funds. Through that date, ESDC had received 24 applications for training assistance. As of June 30, 2004, twelve grants were disbursed to ten businesses for \$226,809.25 to assist in training 317 new and retained employees. No activity has taken place during the 3rd Quarter of 2004. The remaining incomplete approved applications will continue to be reviewed for eligibility.

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**Activity - BRG-7718) Payment for compensation for economic losses (WTC-only)**

**Responsible UOG:** Empire State Development Corporation (ESD)

**Start Date:** 11/22/2002

**End Date:** 12/31/2003

**Location Description:** Manhattan south of 14th Street

**National Objective:** Urgent Need

**Activity Location(s):** N/A

**Funds**

Total Projected Budget:	\$224,500,000.00
Total HUD Disaster Recovery Funds:	\$224,500,000.00
Obligated HUD Disaster Funds to Date:	\$224,500,000.00
Unobligated HUD Disaster Funds to Date:	\$0.00
Cumulative HUD Disaster Funds to Date:	\$214,009,451.00

**Accomplishments/Beneficiaries**

Measure Description	Expected Quantity	Cumulative to Date
# of Businesses	6112	8214
# of Non-business Organizations benefitting	213	0
# of Low Wage-Earners benefitting	N/A	31805
# of Low + Mod Wage-Earners benefitting	N/A	44437

**Report Narrative for this Activity:**

The WTC Business Recovery Grant Program, by far the largest of the disaster recovery grant programs, ended December 31, 2002. In October 2002, LMDC and ESDC worked with HUD to process a sub-allocation of \$150 million to BRG as part of a total \$350 million sub-allocation to three existing programs administered by ESDC, as described in Partial Action Plan No. 2. In August 2003, pursuant to the Partial Action Plan No.4, an additional \$74.5 million was sub-allocated to the BRG program. The final LMDC allocation for the BRG program is \$224,500,000. --- As of September 30, 2004 a total of 8,214 businesses (including 282 not-for-profit organizations) received 8366 grants totaling \$214,009,450 using LMDC's \$224.5 million supplemental BRG allocation. (In Q3 2004, \$94,423 was returned to the LMDC allocation reducing the actual amount of BRG grants using the LMDC funding as of September 30, 2004 to \$214,009,450.) The average value of LMDC-funded BRG grants disbursed to eligible businesses over this period was \$26,061. BRG total employment (including wage earners and owners) at small businesses assisted with the LMDC program funds was 63,459. Based on the LMDC BRG allocation alone, the average number of wage earners and owners at the establishments of BRG-assisted businesses in the Eligible Area was approximately eight.

Seventy percent of total employment at assisted establishments (or 44,437 wage earners and proprietors) were low- and moderate- income earners (defined as annual income up to \$50,250). Low-income earners (defined as less than \$31,401 per annum) reflected 50% of total employment (or 31,805 wage earners and proprietors). (The income limits noted here reflect the limits set by HUD's 2002 HOME income limit chart for a 4-person household.) --- When viewed by sub-areas within the Eligible Area, the LMDC-funded portion of the BRG program shows that most of the grants disbursed went to small businesses in the Restricted Zone and the area surrounding it south of Canal Street. A total of 5,323 grants were disbursed to 5,227 businesses in these two areas, with a total value of \$181 million (or 84.6%) of the total disbursed LMDC sub-allocation to the BRG program. As of September 30, more than the prorated share of the estimated 19,600 small businesses south of 14th Street received grants through the LMDC allocation of BRG program funds, which contributed to the retention of 90% of the prorated share of the estimated 225,000 jobs in the Eligible Area considered at risk in the Final Action Plan. --- The balance of the obligated funds not yet disbursed has been obligated to small businesses, as was outlined in Partial Action Plan No. 4.

**Activity - SFARG-7719) Econ. development or recovery activity that creates/retains jobs**

**Responsible UOG:** Empire State Development Corporation (ESD)

**Start Date:** 11/22/2002

**End Date:** 6/30/2003

**Location Description:** The area on the south side of the line beginning at the intersection of the Hudson River with the Holland Tunnel, and running thence east to Canal Street, then running along the centerline of Canal Street, to the intersection with Rutgers Street, and thence running along the Centerline of Rutgers Street to the East River.

**National Objective:** Urgent Need

**Activity Location(s):** N/A

**Funds**

Total Projected Budget:	\$50,000,000.00
Total HUD Disaster Recovery Funds:	\$50,000,000.00
Obligated HUD Disaster Funds to Date:	\$0.00
Unobligated HUD Disaster Funds to Date:	\$0.00
Cumulative HUD Disaster Funds to Date:	\$0.00

**Accomplishments/Beneficiaries**

Measure Description	Expected Quantity	Cumulative to Date
# of Low/Mod Income persons benefitting	3898	0
# of Low-Income persons benefitting	2763	0
# of buildings (non-residential)	N/A	0
# of Businesses	3594	0
# of Persons benefitting	16774	0

**Report Narrative for this Activity:**

N/A

**Activity - JCRP-7720) Econ. development or recovery activity that creates/retains jobs****Responsible UOG:** Empire State Development Corporation (ESD)**Start Date:** 11/22/2002**End Date:** 6/30/2003**Location Description:** South of Canal Street**National Objective:** Urgent Need**Activity Location(s):** N/A**Funds**

Total Projected Budget:	\$150,000,000.00
Total HUD Disaster Recovery Funds:	\$150,000,000.00
Obligated HUD Disaster Funds to Date:	\$91,389,684.00
Unobligated HUD Disaster Funds to Date:	\$58,610,316.00
Cumulative HUD Disaster Funds to Date:	\$50,577,020.00

**Accomplishments/Beneficiaries**

Measure Description	Expected Quantity	Cumulative to Date
# of Low/Mod Income persons benefitting	5725	8923
# of Low-Income persons benefitting	4058	2975
# of buildings (non-residential)	N/A	0
# of Businesses	94	22
# of Persons benefitting	37600	24787

**Report Narrative for this Activity:**

The Job Creation and Retention Grant Program (JCRP) targets businesses in the area of Lower Manhattan south of Canal Street with over 200 full-time employees that require assistance in maintaining, establishing or resuming a presence in Lower Manhattan or elsewhere in New York City. The program also aims to attract companies willing to commit to relocate and/or create 200 or more jobs in Lower Manhattan. The \$700 million initial federal appropriation allocated \$170 million to Empire State Development Corporation for JCRP. The accepted offers as of September 30, 2004 totaling \$292.7 million, exceed the initial program allocation. The Final Action Plan anticipated a total program cost of \$400 million, with the additional allocations to come from congressional appropriations to the Lower Manhattan Development Corporation (LMDC). The Partial Action Plan submitted by LMDC on August 27, 2002, and subsequently approved by HUD, allocates a total of \$350 million as supplemental funds to three ESDC administered programs, including \$150 million for JCRP. As noted in the Partial Action Plan, the revised total program allocation for JCRP (including the LMDC sub-allocation) is \$320 million, which is fully funded.--- As of September 30, 2004, sixty-three of 71 grants approved have been disbursed. Of the 63 disbursed grants, forty-four have been funded by the initial \$170 million allocated to ESDC. Twenty-three grants for \$50,557,020 have been funded from the LMDC allocation for this program. Of the twenty-three grants disbursed from the LMDC allocation, four grant awards were partially funded by ESDC and partially by the LMDC allocation. To avoid any overlap in reporting of grants disbursed from the ESDC and

LMDC allocations, the measures of persons benefiting from the LMDC allocation (low, low/mod income, and total # of persons) reflect an approximate figure using data from the 23 grants disbursed solely from the LMDC allocation. --- A total of \$91,389,684 from the LMDC sub-allocation was obligated to fund grants approved by ESDC for 27 of the 71 grants. The \$1.85 million net decrease in obligated funds from last quarter is due to the approval of a \$2 million grant by the ESD board and the reduction or withdrawal of 3 other grants (totaling \$3.85 million). These 27 awards represent a total job commitment of 24,787 (an anticipated 66% of LMDC's prorated share of estimated employment at risk in New York City), of which 20,296 jobs are located in Lower Manhattan. These figures represent current job commitments and include the future job creation component of the grant. Of the 44 grants funded by the initial ESDC allocation, some funding may be drawn from the LMDC allocation as the job creation component of the grant becomes relevant.

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**Activity - Spldr-0172) Travel and Tourism per 107-117 - (WTC only)**

**Responsible UOG:** Florentine Festivals USA

**Start Date:** 1/1/2004

**End Date:** 11/30/2004

**Location Description:** N/A

**National Objective:** Urgent Need

**Activity Location(s):** N/A

**Funds**

Total Projected Budget:	\$900,000.00
Total HUD Disaster Recovery Funds:	\$250,000.00
Obligated HUD Disaster Funds to Date:	\$250,000.00
Unobligated HUD Disaster Funds to Date:	\$0.00
Cumulative HUD Disaster Funds to Date:	\$0.00

**Accomplishments/Beneficiaries**

Measure Description	Expected Quantity	Cumulative to Date
# of Businesses	N/A	0
# of Non-business Organizations benefitting	N/A	0
# of Total People reached through advertisements	N/A	0
# of Total Visitors attracted to Lower Manhattan	1500000	0
# of Posted Advertisements for Tourism Initiatives	N/A	0
# of Website visits	N/A	0
# of Distributed Materials	N/A	0
# of M/WBEs Benefiting	N/A	0
# of Temporary Jobs Created	N/A	0
# of Permanent Jobs Created	N/A	0

**Report Narrative for this Activity:**

SPLENDOR OF FLORENCE FESTIVAL NYC 2004 --- After reviewing a funding proposal submitted to the LMDC by Florentine Festivals USA, a non-profit 501(c)(3) entity and the creators of Splendor of Florence, an internal LMDC committee determined that Splendor of Florence Festival NYC 2004 (the "Festival") would contribute to cultural life in Lower Manhattan in a manner consistent with the LMDC's mission. LMDC has been charged with facilitating the revitalization of Lower Manhattan and promoting arts and culture in the area is a major component of LMDC's efforts. Arts and culture played an important role in the economic revitalization of 15th century Florence, Italy, and Splendor of Florence Festival NYC 2004, themed "the original Renaissance of Lower Manhattan," celebrated this premier city of art and culture by creating the opportunity for of artistic, cultural, musical, culinary and educational events—all at no cost. On February 19, the LMDC Board of Directors approved this recommendation. Held throughout Lower Manhattan in multiple venues in and around The World Financial Center, including Federal Hall, Pace University, Stuyvesant High School, and the Museum of Jewish Heritage, the Festival focused on the bond forged between well-renowned Tuscan artists, as well as Renaissance artisans and the ageless treasures that exist today as a result of that connection. The Festival demonstrated that modern technology need not be a substitute for creating beautiful objects inspired by the mind and crafted by hand. The Festival also offered participants the unique opportunity to view historical paintings and modern photography in the Florentine fashion: At Federal Hall, over twenty 16th and 17th Century portraits on loan from the Uffizi Gallery in Florence, Italy are being displayed until mid-November; in addition, David Lees photography depicting Florence's great flood of 1966 is available for viewing at the Courtyard Gallery of the WFC. Information regarding the Festival was distributed throughout New York City and the tri-State area: Advertisements with LMDC and/or HUD logo appeared in The New York Times, Downtown Express, and Time Out New York; the Festival's brochure, which included a quote from LMDC President Kevin M. Rampe, the LMDC logo, and HUD text, was distributed to hundreds of thousands of residents and employees in the tri-state area; and Festival posters exhibiting LMDC's logo were placed throughout Lower Manhattan. The Festival attracted participants from various segments of the community including residents and employees from Lower Manhattan, students throughout the New York City area, as well as visitors from all five boroughs and the tri-state area. Additionally, both domestic and international tourists came to lower Manhattan to take advantage of the offerings provided by Splendor of Florence Festival NYC 2004. Many tourists were visiting Federal Hall and the World Financial Center for the first time.

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**Activity - HRPT-7744) Rehabilitation/reconstruction of public facilities**

**Responsible UOG:** Hudson River Park Trust

**Start Date:** 8/6/2003

**End Date:** 12/31/2004

**Location Description:** Hudson River Park between West Houston and Spring Streets.

**National Objective:** Urgent Need

**Activity Location(s):** N/A

**Funds**

Total Projected Budget:	\$2,600,000.00
Total HUD Disaster Recovery Funds:	\$2,600,000.00
Obligated HUD Disaster Funds to Date:	\$0.00
Unobligated HUD Disaster Funds to Date:	\$2,600,000.00
Cumulative HUD Disaster Funds to Date:	\$0.00

**Accomplishments/Beneficiaries**

Measure Description	Expected Quantity	Cumulative to Date
# of Low/Mod Income persons benefitting	85217	0
# of Low-Income persons benefitting	60934	0
# of Public Facilities	N/A	0
# of Non-business Organizations benefitting	N/A	0
# of Persons benefitting	156087	0

**Report Narrative for this Activity:**

REHABILITATION/RECONSTRUCTION OF A PUBLIC IMPROVEMENT ---To advance the revitalization of Lower Manhattan and support the stabilization and expansion of the collective residential community, the Hudson River Park Trust has proposed the creation of a set of new tennis courts and the conversion of the courtyard – formerly a parking lot – of the Pier 40 complex at Houston Street into recreational field space for use primarily as baseball and soccer fields. The tennis courts, opened on October 12, 2004, replace a set of courts that previously existed in Battery Park City. The new Pier 40 fields will provide a much-desired community amenity and allow two games of either soccer or baseball simultaneously. These recreational spaces will serve thousands of residents and attract thousands more to the downtown area. The tennis courts, located right near the River's edge between West Houston and Canal Streets, were designed by Mathews Nielsen Landscape Architects, P.C. in conjunction with the Trust's Design and Construction team headed up by Marc Boddewyn. The courts' waterfront location not only offer a majestic setting, but are also easily accessible to the substantial and growing residential communities along the west side of Lower Manhattan and Greenwich Village. Three tennis courts were constructed, one of which is a singles court. The courts are enclosed via a chain link fence with windscreens and surrounded by granite curbing, asphalt walkways, and planting areas. New storm drains and electrical provisions for future light poles have also been constructed as part of this project. The courts are free and open to the public and will operate from 6:00 A.M. to dusk during the spring, summer and fall. Construction for the recreational fields have commenced. The pier 40 athletic field improvements will provide roughly 163,000 square feet of a multi-use artificial turf field. Additional related work on Pier 40 includes the addition of lighting, replacement of an artificial turf soccer field on the roof of Pier 40, addition of a passive space on the roof of Pier 40, renovation of bathrooms, installation of new emergency exit corridors, and implementation of a new fire alarm system. Construction for this quarter on the Pier 40 athletic field included completing a majority of the temporary construction fencing, roughly 70% of the selective site demolition, and construction of walls for the emergency access corridors.

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**Activity - IM-0103) Rehabilitation/reconstruction of public facilities**

**Responsible UOG:** New York City Department of Design and Construction

**Start Date:** 2/1/2002

**End Date:** 1/30/2005

**Location Description:** The Interim Memorial is installed in a section of historic Battery Park known as Eisenhower Mall, near Bowling Green and adjacent to Hope Garden.

**National Objective:** Urgent Need

**Activity Location(s):** N/A

**Funds**

Total Projected Budget:	\$350,000.00
Total HUD Disaster Recovery Funds:	\$350,000.00
Obligated HUD Disaster Funds to Date:	\$350,000.00
Unobligated HUD Disaster Funds to Date:	\$0.00
Cumulative HUD Disaster Funds to Date:	\$299,969.00

#### Accomplishments/Beneficiaries

Measure Description	Expected Quantity	Cumulative to Date
# of Low/Mod Income persons benefitting	N/A	0
# of Low-Income persons benefitting	N/A	0
# of Public Facilities	N/A	0
# of Non-business Organizations benefitting	N/A	0
# of Persons benefitting	300	300

#### Report Narrative for this Activity:

INTERIM MEMORIAL --- On March 11, 2002, the Lower Manhattan Development Corporation joined Governor Pataki, Mayor Bloomberg, former Mayor Giuliani and families of many who perished at the World Trade Center in a moving ceremony to unveil the interim memorial. The centerpiece of the memorial is "The Sphere for Plaza Fountain," a monument that had been dedicated to fostering world peace that sat atop a granite fountain in the center of the 5-acre World Trade Center Plaza. The Sphere was commissioned by the Port Authority and created by sculptor Fritz Koenig in 1971. The attack on September 11th transformed The Sphere into an icon of hope. Although it sustained a large gash through its center, it remained structurally intact and was one of the few public art treasures at the World Trade Center that could be recovered. The Parks Department estimates that approximately 300 visitors per day visit the Memorial. As of June 30, 2004, The New York City Department of Design and Construction has received \$299,969.29 in reimbursements for costs incurred for the installation of the interim memorial.

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#### Activity - ColPk-7721) Rehabilitation/reconstruction of public facilities

**Responsible UOG:** New York City Department of Parks and Recreation

**Start Date:** 7/1/2003

**End Date:** 6/30/2006

**Location Description:** Columbus Park is bounded by Baxter, Bayard, Mulberry, and Worth Streets.

**National Objective:** Urgent Need

**Activity Location(s):** N/A

#### Funds

Total Projected Budget:	\$1,428,571.00
Total HUD Disaster Recovery Funds:	\$428,571.00
Obligated HUD Disaster Funds to Date:	\$428,571.00
Unobligated HUD Disaster Funds to Date:	\$0.00
Cumulative HUD Disaster Funds to Date:	\$0.00

**Accomplishments/Beneficiaries**

Measure Description	Expected Quantity	Cumulative to Date
# of Low/Mod Income persons benefitting	40712	0
# of Low-Income persons benefitting	29733	0
# of Public Facilities	1	0
# of Non-business Organizations benefitting	N/A	0
# of Persons benefitting	66645	0

**Report Narrative for this Activity:**

THE RENOVATION OF THE PAVILION IN COLUMBUS PARK --- On June 14, 2003, HUD approved the allocation of \$428,571 for renovation of the Columbus Park Pavilion. LMDC and the New York City Department of Parks and Recreation are working jointly on the environmental review. HUD approved the Request for Release of Funds and Certification for Columbus Park on August 29, 2003. The Department of Parks and Recreation has continued to meet with members of the Chinatown community to discuss the plans for the renovation of the Pavilion and of the Park. Services related to the Columbus Park Pavilion were bid on March 18, 2004, however, due to limited/unsatisfactory responses, the Department of Parks and Recreation decided to pursue a new bidding process for the renovation project. The Department of Parks and Recreation reissued the bid in August, 2004 and is currently reviewing the responses from this last round for the selection of qualified contractors for this renovation project.

**Activity - Parks-7743) Rehabilitation/reconstruction of public facilities**

**Responsible UOG:** New York City Department of Parks and Recreation

**Start Date:** 8/6/2003

**End Date:** 12/31/2004

**Location Description:** Wall Street Triangle- Wall Street, Pearl and Water streets; Coenties Slip- Coenties Slip, Pearl and Water streets; Tribeca Park- Beach Street, 6th Ave, and Ericsson Place; East River Park Ballfields- Montgomery-Houston Street and FDR drive; Drumgoole Plaza- Frankfort and Gold Streets; Brooklyn Bridge Plaza- Avenue of the Finest, Frankfort St, and Park Row. Improvement will be made up to Chatham Square; Sara D. Roosevelt Park- Forsyth, Canal, Chrystie, and E. Houston; Bowling Green- Broadway and Whitehall Street; Al Smith Playground- Catherine, Madison, to Oliver Street; Washington Market Park- Greenwich and Chambers Streets; Old Slip- Old Slip, Water, and FDR.

**National Objective:** Urgent Need

**Activity Location(s):** N/A

**Funds**

Total Projected Budget:	\$27,649,189.00
Total HUD Disaster Recovery Funds:	\$27,649,189.00
Obligated HUD Disaster Funds to Date:	\$24,644,870.00
Unobligated HUD Disaster Funds to Date:	\$3,004,319.00

Cumulative HUD Disaster Funds to Date:	\$0.00
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**Accomplishments/Beneficiaries**

Measure Description	Expected Quantity	Cumulative to Date
# of Low/Mod Income persons benefitting	85217	0
# of Low-Income persons benefitting	60934	0
# of Public Facilities	N/A	0
# of Non-business Organizations benefitting	N/A	0
# of Persons benefitting	156087	0

**Report Narrative for this Activity:**

SHORT-TERM CAPITAL PROJECTS - NEIGHBORHOOD PARKS AND OPEN SPACES --- The parks currently identified for the program include: Drumgoole Plaza, Wall Street, Coenties Slip, TriBeCa Park, East River Park Ballfields, Brooklyn Bridge Plaza, Sara D. Roosevelt Park, Bowling Green, Al Smith Playground, Washington Market Park, Old Slip, Columbus Park Landscape, Battery Bosque, Louise Nevelson Plaza and Canal/Varick/Laight Street. The New York City Department of Parks & Recreation is enhancing each of these sites with horticultural elements such as flowering trees, ornamental shrubs and planting beds, as well as new benches, lighting and decorative paving. Parks & Recreation has reached out to neighboring corporations and individuals in an effort to support the revitalization of the sites. --- For all thirteen open spaces being redeveloped as part of this project, the following public involvement process applies: (1) An initial scope meeting on the specific project site was held with local Community Board members, representatives from community organizations and regular park volunteers or "Friends Groups." (2) A preliminary scope of work based on this site visit was drafted and circulated to the local Community Board and local elected officials for comment. (3) A preliminary design based on the scope was developed and then presented to the local Community Board and other stakeholders. (4) Once their approval was secured, the preliminary design was then presented at a public hearing of the Art Commission. (5) If extensive changes were recommended, a follow up meeting was held to present the revised design to the local Community Board. (6) Once final design was developed, a final public hearing was held at the Art Commission. --- During the entire design and construction process for the 14 sites, input was also received through community outreach efforts of the LMDC, the Alliance for Downtown, elected officials, and area residents. --- Drumgoole Plaza --- Drumgoole Plaza, one of thirteen public open spaces being renovated or newly created with funds granted by LMDC to develop green spaces, was officially opened on November 5, 2003. The construction of Drumgoole Plaza, on Frankfort Street between Park Row and Gold Streets, is the first park completed as part of the \$25 million, LMDC-funded project. Pace University provided lighting for the plaza and will maintain the site. --- Parks & Recreation and DOT, with support from Pace University, reconstructed Drumgoole Plaza, transforming this empty lot into a new sitting area complete with 1964 World's Fair Benches, colorful paving, architectural lighting and lush landscaping. Over 20 new trees including Goldenrains, Honey Locusts and Hollies along with 1100 shrubs, perennials and ornamental grasses such as winter hazel, hydrangea, blue star, and striped ribbon grass surround the colorful new plaza and pathway that connect Frankfort and Rose Streets. The area has been completely re-paved and new granite and concrete curbs have been constructed. A comprehensive bird netting system has been installed to improve the public's enjoyment of the area. Drumgoole Plaza is located adjacent to the main building of Pace University at One Pace Plaza. --- Pace University has installed new spotlights along the property to preserve public safety in the evening. They also provided electrical connections for the decorative lights that illuminate the bridge structure. Pace will maintain the new landscaping and plans to work with student volunteers to care for the site. Drumgoole Plaza, a property of DOT, will be managed by Parks & Recreation. --- Tribeca Park was officially opened on June 21, 2004. Parks & Recreation has reconstructed Tribeca Park, adding new bluestone and granite block pavement in a geometric circular pattern. New shrubs, including Manhattan euonymus and helleri holly, and perennials, such as

Solomon's seal, purple coneflower and King Alfred daffodil, have been planted to beautify this relaxing park. The concrete pavement and curbs have been reconstructed and new lighting and benches have also been installed. --- The renovated Bowling Green opened on June 14, 2004. The restoration included the replacement of the perimeter bluestone sidewalks and the interior paths. The lawn within the park's oval was re-sodded and new landscaping and plantings were also added. In addition, lighting modeled after old-fashioned gas lamps are a new feature of the park, as well as are old-fashioned style benches. Finally, a new irrigation system was installed. --- Louise Nevelson Plaza was identified as an additional site in the Amended Partial Action Plan 4 as part of Neighborhood Parks and Open Spaces. Louise Nevelson Plaza, bounded by Maiden Lane, Liberty Street, and William Street, is one of the only publicly-owned spaces in the Financial District and has been identified as the best opportunity for a redesign that would increase the site's accessibility and appeal. Planning for this project is currently under way. --- The renovations at East River Park were opened on September 27, 2004. Two of the four ballfields at John V. Lindsay East River Park have been restored using synthetic turf, and two smaller natural fields were refurbished with new sod, providing facilities for over 200 recreation leagues and school groups. The larger turf ballfield area also includes a soccer field. Bleachers have also been installed for spectators, irrigation and drainage has been improved, and recreation sport lighting will facilitate evening play. Parks & Recreation also replaced fencing, benches, and drinking fountains to improve the surrounding landscape. The turf fields will be ready for use immediately. The natural fields need time for the sod to firmly take root and will be ready this spring. Environmental review for the parks is complete, and construction is underway on most of the projects. Wall Street Triangle, Washington Market Park, Sarah D. Roosevelt, the Al Smith Houses Playground, Old Slip, Coenties Slip, and the Battery Bosque are all currently underway.

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**Activity - NYSE-7742) Rehabilitation/reconstruction of a public improvement**

**Responsible UOG:** New York City Economic Development Corporation

**Start Date:** 8/6/2003

**End Date:** 12/31/2004

**Location Description:** The area is roughly bounded by Broadway to the west, Pine Street to the north, William Street to the east, and Beaver Street to the south.

**National Objective:** Urgent Need

**Activity Location(s):** N/A

**Funds**

Total Projected Budget:	\$10,000,000.00
Total HUD Disaster Recovery Funds:	\$10,000,000.00
Obligated HUD Disaster Funds to Date:	\$10,000,000.00
Unobligated HUD Disaster Funds to Date:	\$0.00
Cumulative HUD Disaster Funds to Date:	\$0.00

**Accomplishments/Beneficiaries**

Measure Description	Expected Quantity	Cumulative to Date
# of Low/Mod Income persons benefitting	N/A	0
# of Low-Income persons benefitting	N/A	0
# of Persons benefitting	153231	0
# of Linear feet of Public Improvement	N/A	0

# of Linear miles of Public Improvement	N/A	0
# cable feet of public utility	N/A	0

**Report Narrative for this Activity:**

SHORT-TERM CAPITAL PROJECTS - NEW YORK STOCK EXCHANGE AREA SECURITY AND AESTHETIC IMPROVEMENTS --- Heightened safety concerns since September 11, 2001 have intensified existing efforts to secure the area surrounding the New York Stock Exchange (NYSE). However, the jersey barriers, French pedestrian barriers, pickup trucks, and other ad hoc measures that have been installed have decreased the quality-of-life and ease of access for local residents, businesses, workers, and visitors. The goal of this project is to create and implement a security and streetscape plan for the streets and sidewalks surrounding the NYSE that (1) meets security criteria established for the NYSE, (2) meets the needs of its immediate neighbors, and (3) provides an attractive and welcoming environment for the area's workers, residents, and visitors. This project will determine the security perimeter around the NYSE building for vehicles and pedestrians and then, in accordance with this perimeter, replace the current interim security devices with more permanent, effective, and attractive security devices. The plan may include installing security barriers and guard facilities on critical streets, upgrading streets and sidewalks, and providing more attractive street furniture to facilitate secure pedestrian and vehicular circulation within the historic core of Lower Manhattan. The project area is defined by Pine Street to the north, William Street to the east, Beaver Street to the south, and Broadway to the west. The LMDC and its partners, the City of New York, the Alliance for Downtown New York, and interested business and property owners in the area, have continued their collaborative process of information gathering, design, and implementation. Meetings with area stakeholders, as well as individual consultations with over a dozen area property and business owners, have been conducted to date. Interim improvements to existing conditions, including street repaving/resurfacing and the installation of a sturdier, more attractive interim pedestrian fence around the NYSE, were completed in November 2003 in anticipation of the project. The environmental review for the project was completed and HUD issued its Release of Funds on March 9, 2004. Construction began at various intersections, including Wall Street at Broadway and Exchange Place and Broadway, in March/April 2004, initiating the first phase of construction. This first phase will include not only the installation of more efficient, reliable, and less visually disruptive security devices such as bollards, sculpted weighted barriers, and operable vehicle attenuation devices, but will also include improved pedestrian amenities such as a new pedestrian-friendly street surface material in select locations and new street furniture.---A Subrecipient Agreement was finalized in April 2004. In this quarter, installation of new security devices was completed at Wall Street and Broadway; Exchange Place and Broadway; Pine Street and Nassau Street; New Street and Beaver Street, and Wall Street and William Street. Bronze sculptural bollards – half the size of the interim devices they are replacing – have continued to arrive from the foundry and are being put in place at the above intersections. On Broad Street between Wall Street and Exchange Place, new "eurocobble" cobblestone was installed and the street was open to pedestrians.

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**Activity - P-EDC-7700) Planning**

**Responsible UOG:** New York City Economic Development Corporation

**Start Date:** 8/6/2003

**End Date:** 12/31/2005

**Location Description:** N/A

**National Objective:** N/A

**Activity Location(s):** N/A

**Funds**

Total Projected Budget:	\$4,129,000.00
Total HUD Disaster Recovery Funds:	\$4,129,000.00
Obligated HUD Disaster Funds to Date:	\$3,745,000.00
Unobligated HUD Disaster Funds to Date:	\$384,000.00
Cumulative HUD Disaster Funds to Date:	\$0.00

**Accomplishments/Beneficiaries:** N/A

**Report Narrative for this Activity:**

LONG-TERM PLANNING - LOWER MANHATTAN PLANNING STUDIES AND IMPROVEMENTS ---  
 The City of New York is leading two studies to help identify and address challenges in Lower Manhattan. These are the East River Waterfront Study and the Transportation Planning Study. The East River Waterfront study is the first step in claiming this waterfront for use by New York's residents, workers and visitors. Initially dedicated to shipping and industrial uses, the East River waterfront today has been largely abandoned. Where today there are empty piers and vacant buildings, tomorrow there can be extraordinary cultural facilities, unique recreational spaces and amenities. In early 2004, consultants were selected to lead four related studies which will help create a comprehensive plan for the waterfront that articulates potential uses, facilities and programs; relies on world class design principles; integrates with surrounding communities and traffic patterns; and safeguards the ecological habitat for all species. The studies include urban design, marine ecology, traffic engineering, and regulatory counsel. --- In this quarter, the urban design consultants have completed their site analysis and are currently developing an overall masterplan which should be completed in early 2005. Three distinctive development scenarios have been developed and are currently being commented upon in a series of public meetings. The marine ecology consultants have also finished their assessment of existing habitat conditions and they are currently working on their analyses phase. The traffic engineers have completed the collection of the existing traffic data and are presently working on modeling the existing and projected traffic flows, while legal counsel are developing permitting strategies, habitat enhancement and mitigation strategies. - -- The Transportation Planning Study has continued to make progress in baseline studies and modeling. The consultant team is currently building base condition vehicular simulation models for Lower Manhattan West and the Financial District, as well as pedestrian simulation models for Lower Manhattan. The modeling is expected to be completed towards the end of 2004. The team has continued to meet with the major stakeholders pertaining to Lower Manhattan transportation planning, including the Regional Plan Association, RDOT, the Alliance for Downtown New York, and Manhattan Community Board 1. The consultant team has begun to compile available data on travel behavior in Lower Manhattan and has undertaken field surveys of area block fronts, street and sidewalk characteristics and parking, which will be mapped using GIS.

**Activity - MHS-7745) Acquisition, construction, reconstruction of public facilities**

**Responsible UOG:** New York City School Construction Authority

**Start Date:** 8/6/2003

**End Date:** 12/31/2004

**Location Description:** The Millennium High School is located at 75 Broad Street at the intersection of Broad and South William Street. The area served will be all of Lower Manhattan south of Houston Street.

**National Objective:** Urgent Need

**Activity**  
**Location(s):** N/A

**Funds**

Total Projected Budget:	\$7,000,000.00
Total HUD Disaster Recovery Funds:	\$3,000,000.00
Obligated HUD Disaster Funds to Date:	\$0.00
Unobligated HUD Disaster Funds to Date:	\$3,000,000.00
Cumulative HUD Disaster Funds to Date:	\$0.00

**Accomplishments/Beneficiaries**

<b>Measure Description</b>	<b>Expected Quantity</b>	<b>Cumulative to Date</b>
# of Properties	N/A	0
# of Low/Mod Income persons benefitting	85217	0
# of Low-Income persons benefitting	60934	0
# of buildings (non-residential)	N/A	0
# of Public Facilities	1	0
# of Non-business Organizations benefitting	N/A	0
# of Persons benefitting	156087	0
# of Linear feet of Public Improvement	N/A	0
# of Linear miles of Public Improvement	N/A	0
# cable feet of public utility	N/A	0

**Report Narrative for this Activity:**

SHORT-TERM CAPITAL PROJECTS - MILLENNIUM HIGH SCHOOL --- In September 2003, Governor George E. Pataki and Mayor Michael R. Bloomberg announced the opening of the first Lower Manhattan public school to open in the aftermath of the September 11th attacks. Millennium High School, located in the financial district, gives preferential consideration to those who live in Lower Manhattan, providing a rigorous education to the growing number of families making a home downtown. The school is the first open admission high school specifically serving Lower Manhattan students. The area served is all of Lower Manhattan south of Houston Street. Millennium High School opened last September for 220 9th and 10th graders, with 11th and 12th graders to follow as the school continues its construction/expansion. Three floors of what was once commercial office space have been converted into classrooms, administrative offices, and other school facilities. At full enrollment, the Millennium High School will serve 500 students. A new class will be added each year until enrollment is full.

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**Activity - P-WSt-7700) Planning**

**Responsible UOG:** New York State Department of Transportation

**Start Date:** 8/6/2003

**End Date:** 12/31/2004

**Location Description:** West Street, south of Chambers Street, in Manhattan.

**National Objective:** N/A

**Activity Location(s):** N/A

**Funds**

Total Projected Budget:	\$4,505,848.00
Total HUD Disaster Recovery Funds:	\$4,505,848.00
Obligated HUD Disaster Funds to Date:	\$3,844,189.00
Unobligated HUD Disaster Funds to Date:	\$661,659.00
Cumulative HUD Disaster Funds to Date:	\$0.00

**Accomplishments/Beneficiaries:** N/A

**Report Narrative for this Activity:**

Long-term planning provides funding to plan for public investments including a transportation plan that positions Lower Manhattan as the gateway to the region and the world, a plan that transforms public boulevards into grand public promenades, and one that capitalizes on the underutilized resources of Lower Manhattan. By providing funding for these important long-term projects now, LMDC will ensure the ability to move forward on the critical components of the revitalization of Lower Manhattan as quickly as possible. The projects that will be funded in long-term planning must meet some or all of the following criteria: • Consistent with HUD eligibility criteria; • Consistent with the Lower Manhattan Development Corporation's Principles and Preliminary Blueprint for the Future of Lower Manhattan; • Consistent with the Lower Manhattan Development Corporation's A Vision for Lower Manhattan: Context and Program for the Innovative Design Study; • Consistent with Mayor Michael Bloomberg's New York City's Vision for Lower Manhattan; and • Enhancement of Lower Manhattan transportation services, connecting Lower Manhattan to the world. ---West Street Planning --- New York State Department of Transportation (NYS DOT) is responsible for post-September 11th repair of Route 9A, also known as West Street in Manhattan, as well as the planning for future enhancements. West Street is a multi-lane, 260-foot wide highway serving both regional and local traffic in Lower Manhattan. The street acts as the western boundary for the World Trade Center site. West Street's traffic conditions and width, more than twice as wide as a typical Manhattan avenue, make it a barrier for pedestrians by separating Battery Park City, the World Financial Center, and the Hudson River waterfront from the rest of Lower Manhattan. Significantly, West Street acts as a divide between the World Trade Center site, the emerging residential community south of Liberty Street, and the existing Battery Park City community. Residents complain about the potential safety hazards of crossing West Street and retailers in the World Financial Center suffer from difficult access. Since September 11th, there has been extensive discussion of the best ways in which to accommodate the large traffic volumes that flow along West Street, while also improving the pedestrian experience and making the areas adjacent to West Street more amenable to residential and commercial development. The portion that runs along the length of the World Trade Center site is of special concern since it must provide an appropriately dignified and aesthetically graceful setting next to the future World Trade Center memorial. NYS DOT has considered numerous design concepts to consider all significant factors. Goals for the design of West Street include creating better east-west pedestrian connections, improving the pedestrian environment, easing surface congestion, and accommodating the need to create a quiet, respectful site for the memorial. NYS DOT's work on West Street includes necessary technical services related to the repair and restoration of essential transportation facilities and planning for future enhancements to West Street.

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**Activity - West-7746) Rehabilitation/reconstruction of a public improvement**

**Responsible UOG:** New York State Department of Transportation; Port Authority of New York and New Jersey

**Start Date:** 8/6/2003

**End Date:** 12/31/2004

**Location Description:** Liberty Street at West Street and Vesey Street at West Street in Manhattan.

**National Objective:** Urgent Need

**Activity Location(s):** N/A

#### Funds

Total Projected Budget:	\$21,155,811.00
Total HUD Disaster Recovery Funds:	\$21,155,811.00
Obligated HUD Disaster Funds to Date:	\$16,814,420.00
Unobligated HUD Disaster Funds to Date:	\$4,341,391.00
Cumulative HUD Disaster Funds to Date:	\$11,069,748.00

#### Accomplishments/Beneficiaries

Measure Description	Expected Quantity	Cumulative to Date
# of Low/Mod Income persons benefitting	N/A	0
# of Low-Income persons benefitting	N/A	0
# of Persons benefitting	9400	9400
# of Linear feet of Public Improvement	N/A	0
# of Linear miles of Public Improvement	N/A	0
# cable feet of public utility	N/A	0

#### Report Narrative for this Activity:

SHORT-TERM CAPITAL PROJECTS - WEST STREET PEDESTRIAN CONNECTIONS: With the opening of the Port Authority temporary PATH station in November 2003, and the full re-occupation of the World Financial Center (WFC), it is projected that 9,400 pedestrians per hour will cross Route 9A between Albany and Murray Streets in the rush hour peak. An estimated 6,000 of those pedestrians are expected to cross Route 9A ("West Street") at Vesey Street during the peak hour and most of the remaining pedestrians are expected to cross at Liberty Street. It was concluded that a temporary pedestrian bridge across West Street and a protected pathway from the PATH Station was needed to meet the pedestrian demand. Also, it was determined that enhancements were required for a temporary pedestrian staircase connection to the Liberty Bridge that was built after the September 11th attacks. The Vesey Bridge is being built by the New York State Department of Transportation ("NYS DOT"), and the Vesey Walkway and Liberty Street pedestrian enhancements are being built by the Port Authority of New York and New Jersey ("PANYNJ").---The Vesey Bridge main span over West St opened for pedestrian use on November 22, 2003 and the Bridge Extension was opened to foot traffic June 18, 2004. The west and east escalators were opened for use April 15 and June 24, respectively. Work continues on the installation of the elevators. The Vesey Walkway protects pedestrians from the ongoing construction activities at 7 World Trade Center as well as construction activities in the northwest corner of the WTC site. The contract for the walkway was awarded on September 18, 2003. By November 22, 2003, a concrete walkway was constructed from Church Street to Washington Street and temporary chainlink fencing was provided. The remaining closure section of the Vesey Street walkway that abuts the east extension to the West Street Bridge was poured by NYSDOT after completion of the East extension stair and the overhead protection completed. During the third quarter of 2004, Orsogrill fence and Church Street portal construction for the Vesey Street walkway were

completed. Also, with respect to the Liberty Street, the new stairs were completed and the opening is pending the installation of the security fence on the balustrade to secure the site.

**Activity - LTC-7714) Administration**

**Responsible UOG:** New York University

**Start Date:** 6/7/2002

**End Date:** 9/10/2002

The Listening to the City II Program is a public interactive forum held on July 20 and 22, 2002 at the Jacob Javits Convention Center in New York City. To ensure the broadest participation possible special efforts will be made to reach out to all of the various stakeholders and communities that were

**Location Description:** affected by the World Trade Center attacks. Participants represent residents and workers, survivors and families of victims, emergency and rescue workers, business and property owners, citizens and civic leaders, and commuters from the five boroughs, as well as suburban New York and New Jersey. They will reflect considerable age, income, ethnic, racial, geographic, and gender diversity as well.

**National Objective:** N/A

**Activity Location(s):** N/A

**Funds**

Total Projected Budget:	\$2,365,078.71
Total HUD Disaster Recovery Funds:	\$500,000.00
Obligated HUD Disaster Funds to Date:	\$500,000.00
Unobligated HUD Disaster Funds to Date:	\$0.00
Cumulative HUD Disaster Funds to Date:	\$500,000.00

**Accomplishments/Beneficiaries:** N/A

**Report Narrative for this Activity:**

All funds for this activity have been expended. This activity is completed and there will be no further reporting on this activity in future quarterly reports.

**Activity - TFF-0172) Travel and Tourism per 107-117 - (WTC only)**

**Responsible UOG:** Tribeca Film Festival

**Start Date:** 3/11/2004

**End Date:** 5/31/2005

**Location Description:** --Project Area-- The Tribeca Family Festival will take place over a seven-block stretch of Greenwich Street from Duane to Hubert Streets, while the Tribeca Drive-In will occur at Pier 25.

**National Objective:** Urgent Need

**Activity**  
**Location(s):** N/A

**Funds**

Total Projected Budget:	\$24,000,000.00
Total HUD Disaster Recovery Funds:	\$3,000,000.00
Obligated HUD Disaster Funds to Date:	\$1,500,000.00
Unobligated HUD Disaster Funds to Date:	\$1,500,000.00
Cumulative HUD Disaster Funds to Date:	\$237,611.00

**Accomplishments/Beneficiaries**

Measure Description	Expected Quantity	Cumulative to Date
# of Businesses	N/A	0
# of Non-business Organizations benefitting	34	0
# of Total People reached through advertisements	N/A	0
# of Total Visitors attracted to Lower Manhattan	300000	0
# of Posted Advertisements for Tourism Initiatives	N/A	0
# of Website visits	N/A	0
# of Distributed Materials	N/A	0
# of M/WBEs Benefiting	N/A	0
# of Temporary Jobs Created	N/A	0
# of Permanent Jobs Created	N/A	0

**Report Narrative for this Activity:**

TRIBECA FILM FESTIVAL --- On March 11, 2004 as a sign of LMDC's commitment to enriching Lower Manhattan's cultural community and supporting its economic growth, the LMDC announced a two-year, \$3 million commitment to the Tribeca Film Festival. This festival, the first major event to be held in Lower Manhattan after the September 11th attacks, was founded to celebrate New York City as a major filmmaking center and to contribute to the long-term recovery of Lower Manhattan and has been responsible for attracting hundred-of-thousands of visitors and generating millions of dollars in revenue for Lower Manhattan. LMDC's contribution funded the Tribeca Film Festival Guide, the Tribeca All Access Program, the Drive-In, the Tribeca Film Festival's Panels and Workshops, and the Tribeca Family Festival, an all-day street fair which spread over seven-blocks of Greenwich Street stretching from Duane Street to Hubert Street. For an entire day, local schools, merchants, restaurants, and civic organizations came together to host special performances on boulevard stages and provide a variety of Tribeca's finest foods, refreshments, and merchandise. The LMDC selected to fund these programs because they all promote the downtown area as a cultural center, contribute to the continued economic health of Lower Manhattan, were free and open to the public, and lastly, because they contained an educational component informing visitors that Lower Manhattan is a culturally rich and vibrant community. In keeping with its mission to maintain an open line of communication between the LMDC and community stakeholders, LMDC staff was present at the Tribeca Family Festival to disseminate palm cards, newsletters and flyers informing the public of events and initiatives taking place south of Houston Street, as well as copies of the Zagats mini-guide. In addition to this outreach, the LMDC offered and distributed over 650 tickets to 34 civic/community organizations throughout Lower Manhattan.

Following the film festival in 2004 this event was shown to have a significantly positive impact on local and non-local tourism as well as the downtown economy. These LMDC sponsored events helped draw more than 300,000 visitors to Lower Manhattan over a 9 day/9 night period.

**Total number of activities reported = 31**