

## **Mission Statement and Performance Measurement Report**

### MISSION STATEMENT

As set forth in the Hudson River Park Trust's enabling legislation, Hudson River Park Act, Chapter 592 of the 1998 Laws of New York, the mission of the Hudson River Park Trust (the "Trust") is to encourage, promote and expand public access to the Hudson River, to promote water-based recreation, and enhance the natural, cultural, and historic aspects of the river from Battery Place to West 59<sup>th</sup> Street in New York City for residents and visitors to the area. The Trust has authority over the planning, construction, operation and maintenance of Hudson River Park.

### PUBLIC BENEFIT

While residents and workers in and around the westside of lower Manhattan may be the primary benefactors, the benefits of Hudson River Park (the "Park") extend to all stakeholders including the people of the City of New York and tourists/visitors.

### PERFORMANCE MEASUREMENT REPORT (2011)

#### 1. Plan and Design the Park

- Hudson River Park Trust staff, architects, engineers and landscape architects worked together with local community members to identify specific programs and elements for the piers and upland areas in each community. The Park was designed to provide active and passive recreation including children's playgrounds, recreational fields, comfort stations, small food concessions, boathouses, classrooms, opportunities for boating and event spaces (for movies, concerts, etc.). As development continues, areas to be designed will undergo similar planning and collaboration with local groups.

#### 2. Construct the Park

- As of 2011, Sixty-five (65%) of the park is built and in use. Presently, Piers 26 and 97 are under construction. Pier 57 was the subject of a Request for Proposals (RFP) and on July 30, 2009 the Trust conditionally designated Youngwoo & Associates as the developer of the pier. In the coming months, the Trust will continue to work with the Youngwoo team to refine the project and conduct an environmental review as well as undergo a review pursuant to New York City's Uniform Land Use Procedure (ULURP).

#### 3. Operate and Maintain the Park

- The Trust continues to operate and maintain the Park at a high level so that it remains a community asset and economic generator while simultaneously serving the millions of New Yorkers and tourists who use it annually. The Trust routinely reviews the maintenance needs of the Park and updates its security and maintenance plans accordingly.

#### 4. Provide Free and/or low cost public recreational, educational and cultural opportunities

- Recreational events: Presently the Trust hosts 49 events including movies, concerts and the series. At a minimum, the Trust intends to continue these. Further, the Trust's athletic fields, skateparks, tennis and basketball courts draw 400,000 and more to the Park annually.

- Educational opportunities: The Trust conducts free and/or low cost school and summer camp environmental education programming year-round at various locations throughout Hudson River Park.
  - Cultural opportunities: The Trust has commissioned or permitted various art and interpretive installations and seeks to increase the amount of artwork in the Park. Additionally, with the opening of Pier 25, the Trust now has a place for historic vessels that will be required to provide a minimal amount of public programming to educate the community about the culture and history of maritime and the NY Harbor.
5. Promote environmental stewardship and enhance the estuarine sanctuary
- With nearly 400 acres of legislatively designated estuarine sanctuary, the Trust continues to protect existing marine habitat through various means. For example, there is a prohibition against in-water construction activity between November and March when the striped bass and other fish species breed. Further, the Trust engages in an extensive education campaign, offering free classes throughout the year to school and camp groups as well as to the general public. These programs include the Big City Fishing & River Science workshops, the Clean Sanctuary Campaign, and Teacher Training.
6. Establish an estuarine sanctuary management plan
- The Hudson River Park Act required the Trust to prepare an Estuarine Sanctuary Management Plan (ESMP) which provides guidance on balancing the needs of various park purposes while monitoring and enforcing park policies, laws and regulations to manage and protect the sanctuary. The ESMP is composed of goals and objectives in four key areas: resource protection, public access and recreation, education and environmental research. The Trust continues to work vigorously in each of those areas while also looking to update and revise the ESMP.
7. Promote economic development and tourism in the state of New York
- Annually the Park is visited by millions – both New Yorkers and visitors to the City. As the number of Park amenities increase and as the types of tenants and permittees grow more diverse, the number of visitors and opportunities for economic growth will continue to emerge.
8. Operate on a model of economic self-sufficiency
- The Trust seeks to ensure the Park's future financial self-sufficiency by developing the Park's remaining major commercial nodes and growing its annual revenue. To that end, the Trust has recently renegotiated and entered into revenue-generating agreements with Con Edison and Circle Line. Further, the Trust has recently strengthened its relationship with the Friends of Hudson River Park, a non-profit dedicated to raising money for the Park. The Trust and the Friends will be working collaboratively over the next several years to significantly grow donations and engage in other private fundraising efforts for the Park.