

Mission Statement and Performance Measurement Report

MISSION STATEMENT

As set forth in the Hudson River Park Trust's enabling legislation, the Hudson River Park Act, Chapter 592 of the 1998 Laws of New York, the mission of the Hudson River Park 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 Park City to West 59th 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 (2014)

1. Plan and Design the Park

Hudson River Park Trust staff, architects, engineers and landscape architects have 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 cultural event spaces. As development continues, areas to be designed will undergo similar planning and collaboration with local groups.

2. Construct the Park

As of 2014, approximately 74% of the park is built and in use. Presently, Piers 26 and 97 are partially complete; the underlying piers have been entirely rebuilt, but we are still working to secure funding for the landscaping. The restaurant and boathouse building on Pier 26 is now complete. The Trust has approved a lease with a not-for-profit organization, Pier55, Inc., that will enable Pier 54 to be reconstructed as a public park pier with cultural performance spaces subject to the pier receiving required approvals from regulatory agencies.

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 based on available budgets.

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

In 2014, the Trust hosted over 120 school year field trip programs reaching approximately 3600 children. The Trust also hosted 150 summer camp programs reaching approximately 5000 children. Over half of our student groups live in the outer boroughs with 24% coming from Brooklyn 24 % coming from Bronx and 9% coming from Queens. In 2014, we waive 25% of school program costs and 50% of camp program costs upon demonstration of need. Separately, Hudson River Park offered 125 free public education programs including teaching nearly 5,000 people how to fish through our catch-and-release Big City Fishing/education program.

The summer of 2014 saw more than 200,000 people attend scores of free and low-cost events. Sunset Salsa, Summer of Fitness classes, Riverflicks, the Moondance series, Riverrocks and the annual Blues BBQ event were all among the free events the Trust directly programmed. In addition, the Trust partnered with Live Nation to program the JBL Live series of paid concerts at Pier 97.

Another cultural highlight included “Everything by My Side”, an immersive one-on-one theater piece by Buenos Aires artist Fernando Rubio. Further, the Park’s athletic fields, skateparks, tennis and basketball courts draw 400,000 and more to the Park annually.

5. Promote environmental stewardship and enhance the estuarine sanctuary

With 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.

In 2014, the Trust debuted the Submerge! Marine Science Festival in partnership with the New York Hall of Science. Over 4500 people engaged with 35 science, research and policy group about the Hudson River and surrounding water system. The Trust also partnered with numerous scientific organizations on environmental monitoring and restoration initiatives.

6. Establish an estuarine sanctuary management plan

The Hudson River Park Act required the Trust to prepare an Estuarine Sanctuary Management Plan (ESMP) which has provided 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. In 2014, the Trust continued to work with the conditionally designated developer of Pier 57, Youngwoo & Associates in joint venture with RXR Realty, to advance their planning for Pier 57 such that the Trust can commence its mandatory significant action in 2015. Further, the Trust continues to work closely with Friends of Hudson River Park, a non-profit dedicated to raising money for the Park. Last, the Trust was able to increase revenue from the parking garage at Pier 40.