

**CULTURAL PROGRAMMING OPPORTUNITY
LOWER MANHATTAN PRIVATELY-OWNED PUBLIC SPACES (POPS)
SUMMER 2013**

Water Street is one of Lower Manhattan's most important commercial corridors; the half-mile from Whitehall Street to Fulton Street is home to more than 19 million square feet of office space and over 70,000 jobs. Some of Lower Manhattan's largest companies are located on Water Street, as well as numerous small and mid-sized firms. The major cross streets – Whitehall, Wall, John, and Fulton Streets and Maiden Lane – provide direct access to the newly constructed East River Waterfront Esplanade. A variety of public transportation options are available in the vicinity, including subways, ferries and buses.

The City has identified a pressing need to foster a resilient, attractive and vibrant street environment in the Water Street District to ensure its long-term competitiveness. To achieve this goal, the City's Department of City Planning worked to pass a text amendment that would allow programmed events and activities (*e.g.*, concerts, food markets, cultural exhibits) within privately-owned public spaces (POPS) through January 1st, 2014. The goal of the amendment is to encourage a wide range of activities in POPS along Water Street while imposing minimal requirements on property owners.

The initiative seeks to create programming and activities that re-activating street life, improve quality of life for tenants and visitors, and increase pedestrian traffic for local businesses. Current plans include food and beverage tastings, corporate entities with interactive demonstrations, and arts and cultural programs that engage small crowds.

The City is now accepting proposals from organizations that seek to program in the POPS.

There is no cost to participate. Space is limited and will be awarded on a first come, first serve basis to organizations that meet the criteria set above. Participating groups may use the POPS for any type of branding initiatives deemed appropriate (may hand out materials, perform, offer free tickets etc..)

To apply:

- Prepare a 1-page Statement of Interest explaining in detail:
 - What is the proposed program (can be a one-off event or a program series)
 - Who is the intended audience
 - What are the proposed dates and times (dates can range from July 1 – Sept 1, 2013)
 - Which of the POPS would be optimal for the program (see map attached). *Note: POPS placement is determined based on availability. Indicating a preferred site does not guarantee placement.*

- Submit the Statement of Interest to:
 - **Christie Huus**
Mayor's Office - Citywide Event Coordination and Management
CHuus@cityhall.nyc.gov

- There is no deadline to submit an application – applications will be accepted until all POPS are programmed. If your submission meets the program criteria and can be accommodated, you will be contacted for additional information.

THANK YOU!