



gvshp



GREENWICH VILLAGE SOCIETY
FOR HISTORIC PRESERVATION

2012-2013 ANNUAL REPORT



PRESERVING OUR PAST, ENGAGING OUR FUTURE.

GREENWICH VILLAGE SOCIETY FOR HISTORIC PRESERVATION

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A NOTE FROM THE PRESIDENT

SANDY HECHTMAN



Art Levin

The last decade has seen the Society enjoy remarkable growth in every respect, and I am pleased to report that our organizational health has never been better.

While our growth results from a number of factors, first and foremost our support comes from individuals whose loyalty and commitment make possible all of the Society's programs, and validates our work as well.

Here are just some examples of how GVSHP has grown over the past decade:

- In 2001, our house tour benefit grossed \$69,426; in 2013 it grossed \$173,495—a 150% increase, and a new record.
- This year, nearly 50 adult education programs attracted over 2,200 people; ten years ago we offered about 10 programs a year.

- This past school year our children's education program, utilizing three curricula, attracted 1,100 students from around the city, despite the disruptions and hardships caused by Hurricane Sandy. Ten years ago, we had one curriculum, and served a few hundred students.
- Ten years ago our electronic presence in the community was barely a whisper. This year GVSHP's website and our blog, *Off the Grid*, attracted 115,000 and nearly 90,000 unique visitors respectively.
- Years ago, the Society functioned solely as a caretaker for the original Greenwich Village Historic District. In the last decade we have come to push for expanding landmark and zoning protections in Greenwich Village, and expanded our horizons to include NoHo and the East Village as well.

In fact, in the last ten years, GVSHP has managed to help secure landmark designation for over a thousand buildings, and community-friendly, contextual rezonings for nearly one hundred blocks, from the Meatpacking District to Alphabet City.

Without the dedication of our extraordinary staff, our incredibly hard-working board and committee members, and a small army of volunteers, none of this would be possible.

But perhaps most importantly, the ongoing and expanding support of our members gives us the legitimacy to lead these efforts, and the resources to succeed at them.

It is because of this extraordinary support from all levels that I have confidence that GVSHP will continue to be a leader confronting the unending challenges to our treasured Village communities, built environment, and quality of life.

ART LEVIN

President, Board of Trustees

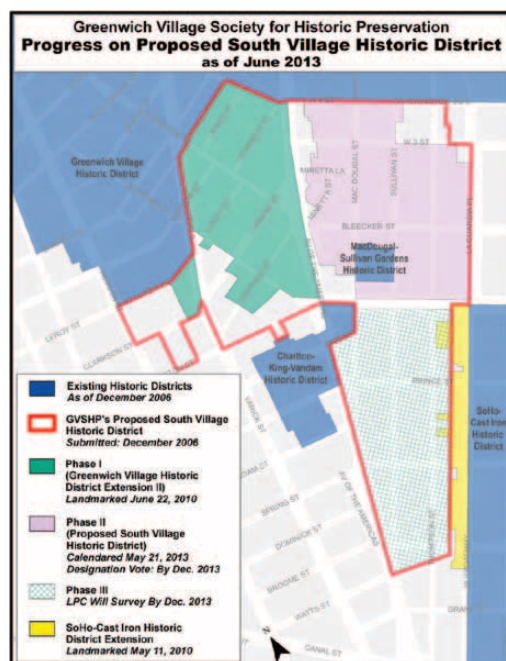


GVSHP's home in the Neighborhood Preservation Center, located in the Ernest Flagg Rectory of St. Mark's Church, 232 East 11th Street, in the St. Mark's Historic District.

ADVOCACY



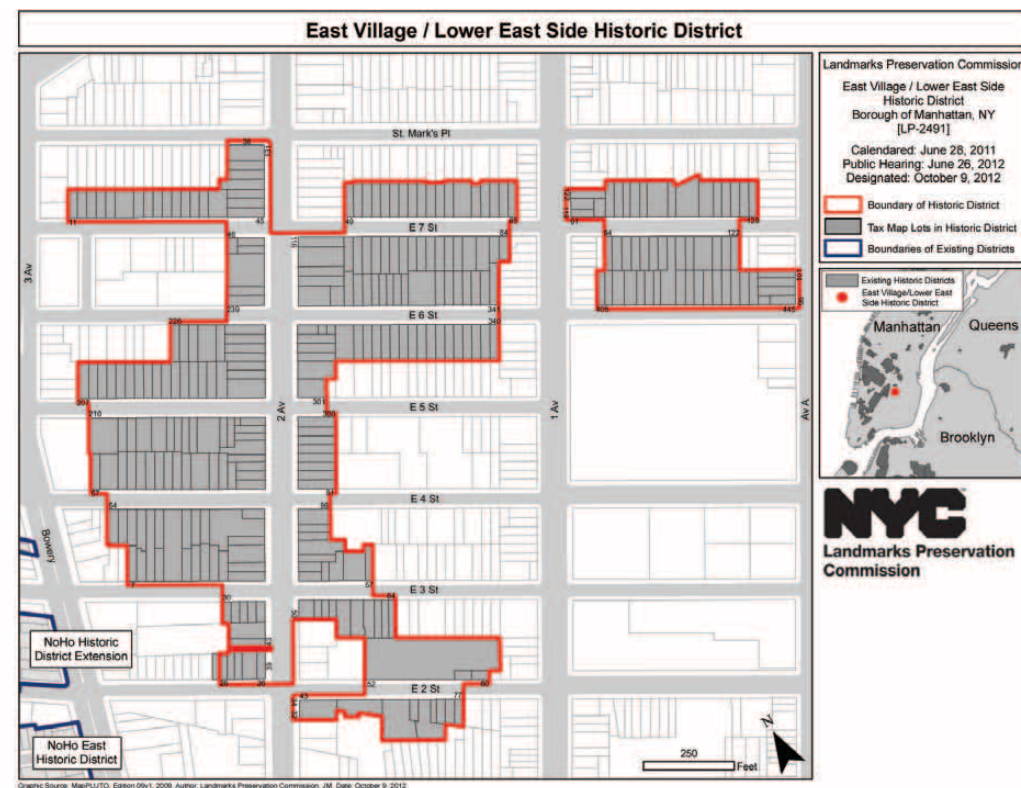
The striking former Mills House No. 1 (now Atrium Apartments) at 160 Bleecker Street is within the proposed South Village Historic District.



In late 2012, the East Village Historic District was designated, covering 325 buildings on more than a dozen blocks; GVSHP pushed hard for the approval of the district, and successfully fought to expand its boundaries to include more than a dozen additional sites of architectural and cultural significance. This is the first large-scale historic district in the East Village, and expanded tenfold the number of buildings in the East Village enjoying historic district protections.

In early 2013, the City agreed to vote on designation of the second phase of our proposed South Village Historic District, and to survey the third phase, before the end of the year. Phase II was 'calendared' in May, after GVSHP got the proposed district's boundaries expanded to include an originally excluded row of ten 1840's houses on Houston Street and two low-scale NYU buildings on Washington Square South. Without landmark protections, one of the sites, NYU's Vanderbilt Hall Law School, could be replaced by a 300 ft. tall tower.

GVSHP joined NYU faculty, and dozens of fellow community and preservation groups, to file a legal challenge against the massive NYU expansion plan approved by the City Council, the Borough President, and the City Planning Commission. The former heads of the New York City Departments of Parks and Transportation both filed affidavits in support of our suit.



In the past year the Society carefully reviewed eighty-four landmarks applications which went through the public hearing process, for changes ranging from storefront alterations to demolition and new construction within landmarked sections of our neighborhoods. We offered testimony and advocacy to ensure that only appropriate changes were approved by the Landmarks Preservation Commission.



These early 19th century houses on East 3rd Street are now protected in the East Village Historic District.

ANNUAL BENEFIT HOUSE TOUR

On May 5, 2013, GVSHP staged its 15th Annual Benefit House Tour. This was our highest-grossing house tour ever, with more than 600 tickets sold. The Benefit House Tour is GVSHP's main fundraising event for the entire year, and raised \$173,495 for the Society, over a quarter of our annual budget.

The tour was made possible by the hard work of more than 140 volunteers, our 21 hard-working benefit committee members, and of course the six incredibly generous families and individuals who opened their homes for the tour.

As always, the tour is an incredible opportunity to showcase the ingenious and often surprising ways in which our neighbors preserve, restore, and transform spaces for living, providing a rare and exclusive glimpse inside some of our neighborhood's most intriguing homes. The post-tour reception, held this year at Gavin Brown's Enterprise, gave many of our most generous supporters an opportunity to savor the day and celebrate GVSHP's accomplishments.

Please see the index in back for the full list of donors to the event.



CHILDREN'S EDUCATION

In 1991, GVSHP began its children's education program, the first of its kind in New York City. In the last year, the program served nearly 1,100 students in schools in Manhattan, Brooklyn, Queens, and Staten Island, teaching young people how history can be found – and preserved – in the built environment around them. Based upon need, the nominal fee for the classes was waived or reduced for about a quarter of the students who participated in the program.

“It was really interesting to see how the architecture changed over time.”

Alexa, 4th grade

“All of us learned a lot and especially enjoyed the walking tour.”

Chris, 4th grade

Using a field trip to Greenwich Village and two in-classroom sessions, children in grades 1 through 7 learn about immigration, the rural beginnings of New York, and how evolving technology over the last two and a half centuries changed the way city residents lived and the way our city was built.

We continue to develop new curricula and materials for the program, which has received rave reviews from schools, educators, and students.



Field trips include sites like “The Row” on Washington Square North.

CONTINUING EDUCATION

Through our Brokers Partnership, GVSHP educates real estate professionals about our neighborhoods' history and architecture, land use and landmarks regulations, and the value of historic preservation.

By offering courses which are accredited by New York State and meet requirements for maintaining real estate licensing, we were able to reach more than fifty real estate professionals working in our neighborhood in the past year, helping to ensure that they understand the importance of historic preservation in maintaining and improving the quality of life in our neighborhoods.

Coursework focused on the development of Lower Manhattan, architectural styles common among townhouses and tenements, and the history and accomplishments of the preservation movement.

“I can't think of a better way to fulfill my requirements for my real estate license than the GVSHP continuing education course. The diversity of information and history offered was far more interesting than any other real estate classes I've ever taken. I would absolutely recommend it for any real estate professional looking to enhance their knowledge through continuing education.”

Rudi Hanja, real estate agent



Real Estate professionals get to speak directly with luminaries in the field, such as architectural historian Francis Morrone (with glasses, left).

MEMBERSHIP

Contributions from individuals continue to be the single largest source of funding for GVSHP and its work, constituting more than sixty percent of our annual support.

In our last fiscal year, the number of individuals supporting GVSHP increased by 15%, as did the amount of support received. Membership support and individual giving to the Society has increased steadily in the last ten years, with the number of GVSHP's members tripling, and the amount of support they have given seven times what it was a decade ago.

By far the majority of GVSHP's membership support comes from neighborhood residents. But we also receive support from across the city, country, and even the world, from those for whom our mission of preserving the special character and legacy of the Village, East Village, and NoHo resonates.



Support from hundreds of individual GVSHP members, pictured here at our 2013 Annual Meeting, funds the majority of the organization's work.

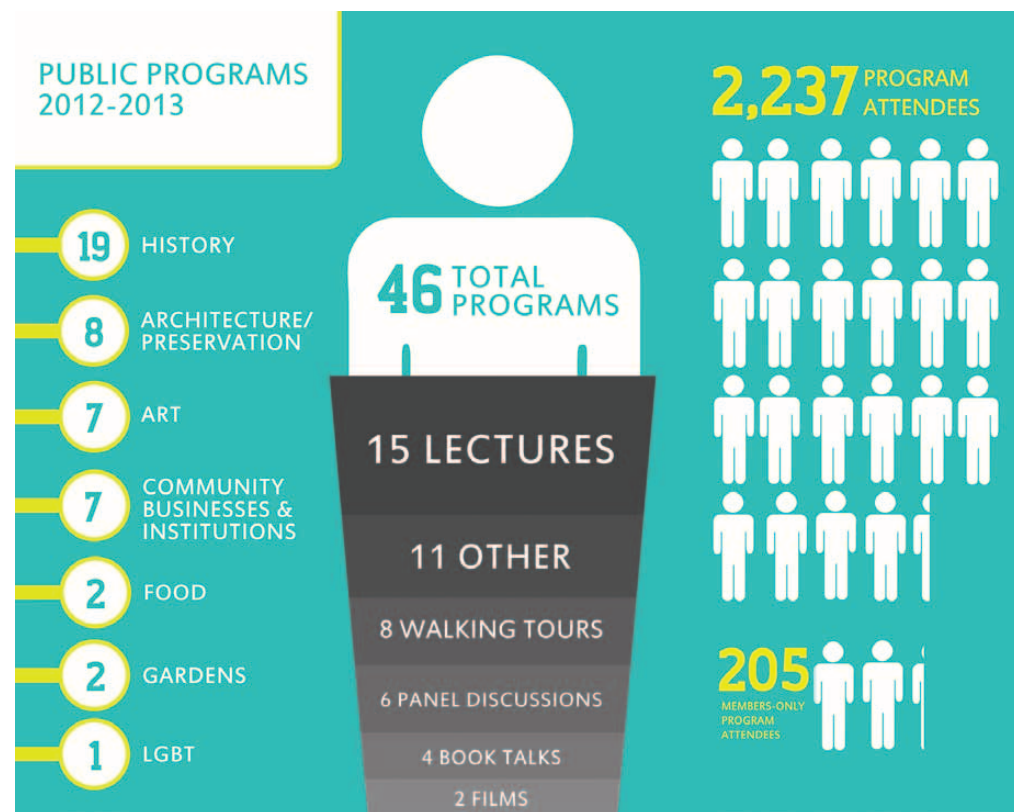
PROGRAMS

GVSHP had an exceptionally dynamic year, with forty-six public programs attended by more than 2,230 people. Almost all of our programs were free and, with the exception of our members-only events, open to the public. Programs ranged from widely-attended lectures about Keith Haring and Jean-Michel Basquiat, to intimate guided tours of the New York Public Library Map room, East Village culinary hot spots, and tracing the path of Minetta Stream. Our program schedule included book talks, film screenings, gallery tours, lectures, and panel discussions.

GVSHP's programming educates the public about historic preservation, and provides new insights and perspectives on the unique architectural and cultural heritage of Greenwich Village, the East Village, and NoHo.

“This lecture was the best I’ve attended in a very long time. The speaker was so enthusiastic and filled with interesting information and anecdotes. Thanks for all your good work.”

Nina Reznick



Minetta Brook Walking Tour



East Village Culture and Cuisine Walking Tour

“I love all your programs; hearing about old New York and the changes that occur, and about the people who have brought about the changes as well, good and bad.”

Barbara Tanzer

“This speaker was terrific—SO charming and completely in love with her subject. I learned all manner of things I’d never even considered. The audience had wonderful questions, so I enjoyed her enthusiastic answers as much as the talk itself.”

Cheryl Brock

VILLAGE AWARDS

Each year, GVSHP honors just some of the people, places, businesses, and institutions which contribute to the special quality of life in our neighborhoods

A near-capacity crowd filled the 500-seat Tishman Auditorium at The New School in June for GVSHP's 23rd Annual Village Awards, hosted by Village author (and long-time GVSHP friend and Advisory Board member) Calvin Trillin.

“This award is a great morale booster!”

David Mulkins,
Bowery Alliance of
Neighbors, 2013
Village Award winner

*“We are a part of the community,
we are a part of the Village, and
we are made to feel so every
day.”*

Andrew Fruchtmann, co-owner,
Avignone Chemists, 2013
Village Award winner

This year's awardees, chosen by our Awards Committee from among scores of nominations from the public, were: **Avignone Chemists; Block Drug Store; NYU Faculty Against the Sexton Plan; Sir Winston Churchill Square; and retiring Ninth Precinct Community Council President Jeremiah Shea.** *The Regina Kellerman Award went to the Bowery Alliance of Neighbors.*

BOB ESTREMER



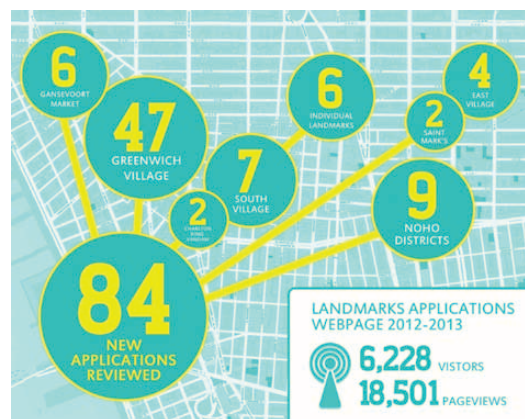
Jeremiah Shea accepting his award.

BOB ESTREMER



Block Drug Store and Bowery Alliance of Neighbors receive their Village Awards.

ON-LINE RESOURCES AND PUBLIC ENGAGEMENT



GVSHHP provides a number of resources on its website for those seeking to perform research, get involved, or learn more about the culture, architecture, or history of Greenwich Village, the East Village, and NoHo.

GVSHHP's website received over nearly 115,000 unique visitors over the past year, and more than 375,000 pageviews.

During this time, research services such as landmark and historic district designation reports, oral histories, walking tours, Village history, and other pages were accessed over 15,000 times.

Our blog, *Off the Grid*, had nearly 90,000 unique visitors during this time period, and over 135,000 pageviews.

Our Landmarks Application webpage, the only one of its kind in the city, allows the public to review any public hearing landmark application and find out how to weigh in with city agencies before they vote. Over the past year, it had 6,228 visitors and more than 18,500 pageviews.

In 2014, GVSHHP will be publishing a collection of stories about the Village by contemporary artists, musicians, writers, performers, and other neighborhood habitués. Titled "Greenwich Village Stories," the book is being edited by Judith Stonehill and will be published by Rizzoli International Publications.

GVSHHP FISCAL YEAR 2012

Membership & Contributions.....	\$506,107
Fundraising Events.....	\$171,530
Grants.....	\$117,190
Earned Revenue	\$34,488

Total.....\$829,522

Programs.....	\$69,869
Personnel	\$484,824
Fundraising & Membership.....	\$29,354
Rent	\$35,904
Office Supplies & Expenses.....	\$19,768
Telecommunications.....	\$8,310
Printing & Mailing	\$24,740
Accounting Fees	\$7,019
Payroll Fees.....	\$2,301
Other Fees.....	\$10,116
Other Operating Expenses.....	\$1,203
Fund Balance	\$136,114

Total.....\$829,522

APPENDIX

Committees 2012–2013

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Judith Stonehill, George Vellonakis, Tony Wood

Audit: Fred Wistow, Chair, Arthur Levin, Linda Yowell, Tony Zunino

2013 Awards: Tom Birchard and Elizabeth Ely, Chairs: Marilyn Appleberg, Mary Ann Arisman, Leo Blackman, Judith Callet, Lisa Giunta, Douglas Kepple, Art Levin, Kiriki Metzo, Pamela Tillis, Calvin Trillin

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Nominating: Mary Ann Arisman and Justine Leguizamo, Chairs, Kate Bostock Shefferman, Elizabeth Ely, Arthur Levin, Judith Stonehill, Linda Yowell, F. Anthony Zunino

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Advisors: Kent Barwick, Joan K. Davidson, Christopher Forbes, Margaret Halsey Gardiner, Elizabeth Gilmore, Carol Greitzer, Tony Hiss, Martin Hutner, James Stewart Polshek, Elinor Ratner, Jonathan Russo, Martica Sawin Fitch, Anne Marie Sumner, Calvin Trillin, Jean-Claude van Itallie, George Vellonakis, Vicki Weiner, Anthony C. Wood

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The Felicia Fund, The Irene Diamond Fund, The Kaplen Foundation, Manhattan Borough President Community Grant, New York City Councilmembers Margaret Chin, Rosie Mendez, and City Council Speaker Christine Quinn, New York City Department of Cultural Affairs, New York State Council on the Arts, Norcross Wildlife Foundation

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Hotel, Jefferson Market Branch Library, John Derian, King Juan Carlos I of Spain Center at NYU, La Mama e.t.c., LGBT Community Center, Merchant's House Museum, Murray's Cheese, The New School, Salmagundi Club, St. Joseph's Church, Studio Usher, Third Street Music School Settlement, Two Boots, Veselka and Veselka Bowery, Village Community School, Westbeth Artists Residents Council, Zinc Bar

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