

GOVERNORS ISLAND

President's Report



Today's Meeting

I. President's Report

- Year in Review
- Nolan Park RFP Update
- Board Expansion
- Climate Center & South Island Rezoning

II. Board Agenda & Voting Items

GOVERNORS ISLAND

2020 Year in Review



In 2020, Governors Island provided access to open space, when New Yorkers needed it more than ever.

New health and safety measures in response to COVID-19 were implemented, such as a new timed ferry ticket reservation system to ensure social distancing, free masks distribution to visitors, and more.

Moving the Brooklyn ferry to Red Hook and directed community outreach sought to increase access for communities underserved by open space. An extensive campaign reached 33 NYCHA housing developments and over 100 nonprofit organizations. Those communities (including residents of NYCHA housing) were offered free fares at all times.

The Island was able to support over 18 food and beverage operators, all New York-based small businesses.



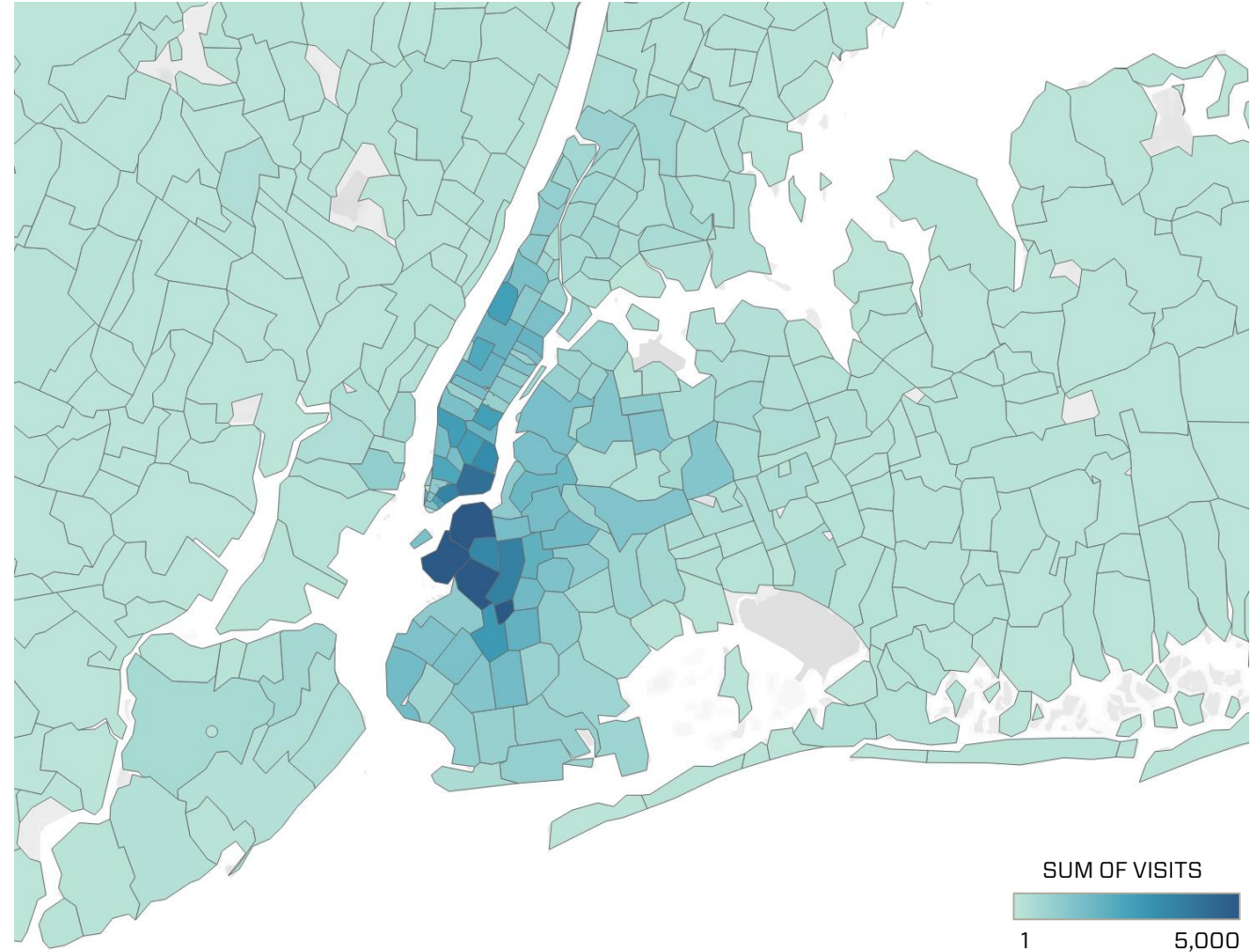
A Uniquely Diverse NYC Audience

Top 10 NYC Neighborhoods:

- Downtown Brooklyn
- South Slope
- Red Hook
- Lower East Side
- Prospect Heights
- Downtown Manhattan / Two Bridges
- Boerum Hill / Gowanus
- Alphabet City / East Village
- Windsor Terrace / Kensington
- Union Square / NYU

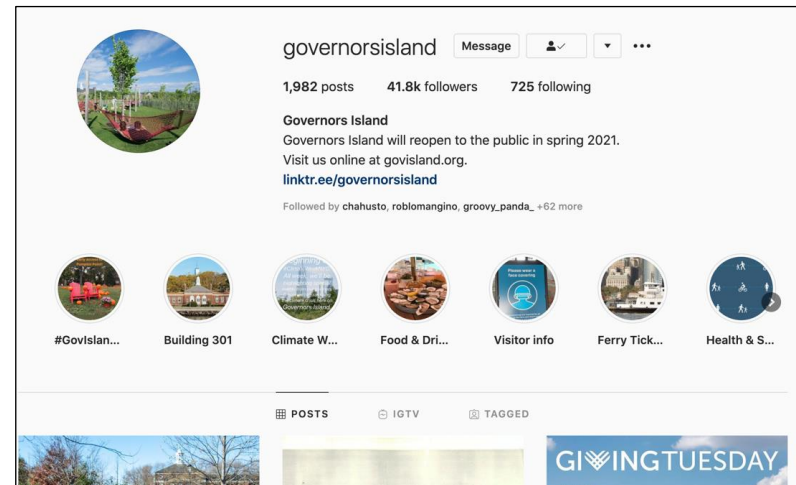
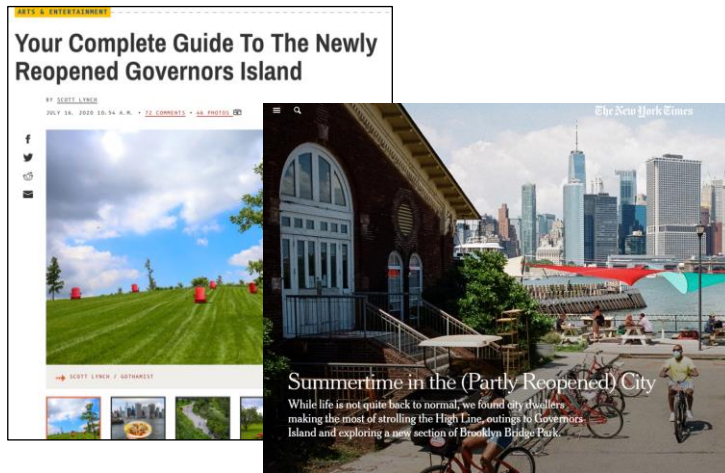
99%

of all ZIP codes in the five boroughs are represented



Growing and Leveraging Visibility

The Trust's media reach grew this year, earning significant press coverage, increasing its social media and newsletter audiences, and successfully converting new subscribers into donors.



Press

The Island's public season, activities and announcements were covered by numerous media outlets including the New York Times, Gothamist, amNewYork, NY1, The Daily News, The Wall Street Journal, The Brooklyn Daily Eagle and several local neighborhood blogs and papers.

A Growing Digital Audience

The Trust's online reach increased this season, gaining over 6,000 new Instagram followers and more than 42,000 new email newsletter subscribers, nearly doubling our audience in one year.

Converting Audience to Support

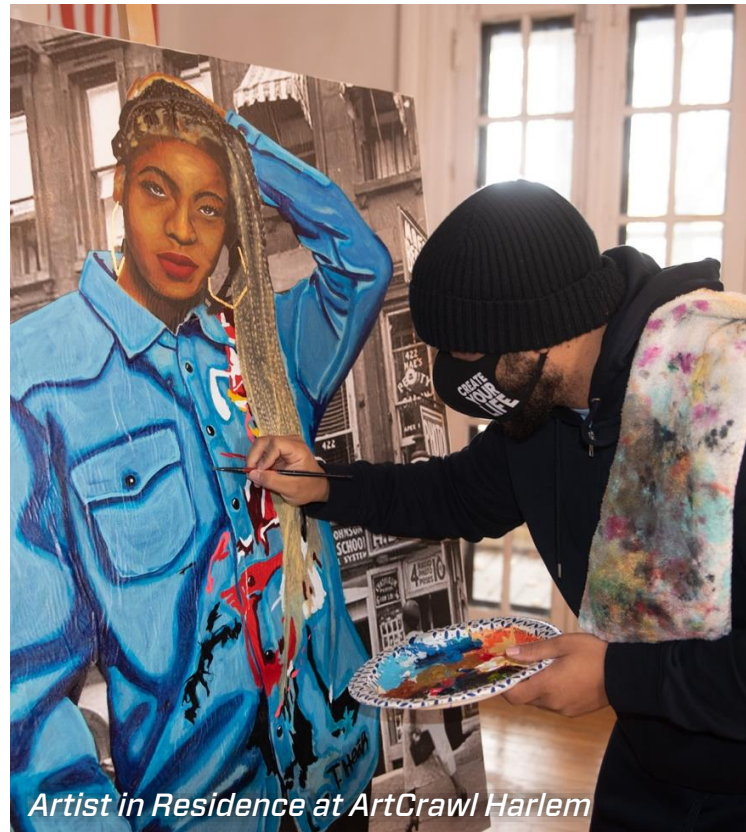
10% of new email subscribers donated gifts of \$5, \$10, or \$25, and 5% of those who gave to FGI's Giving Drive were new subscribers who had also given earlier this year. Over \$48,000 was donated by visitors through the Island's new ticket reservation system.

Trust made strategic pivots to serve artists and engage audiences both on Governors Island and virtually

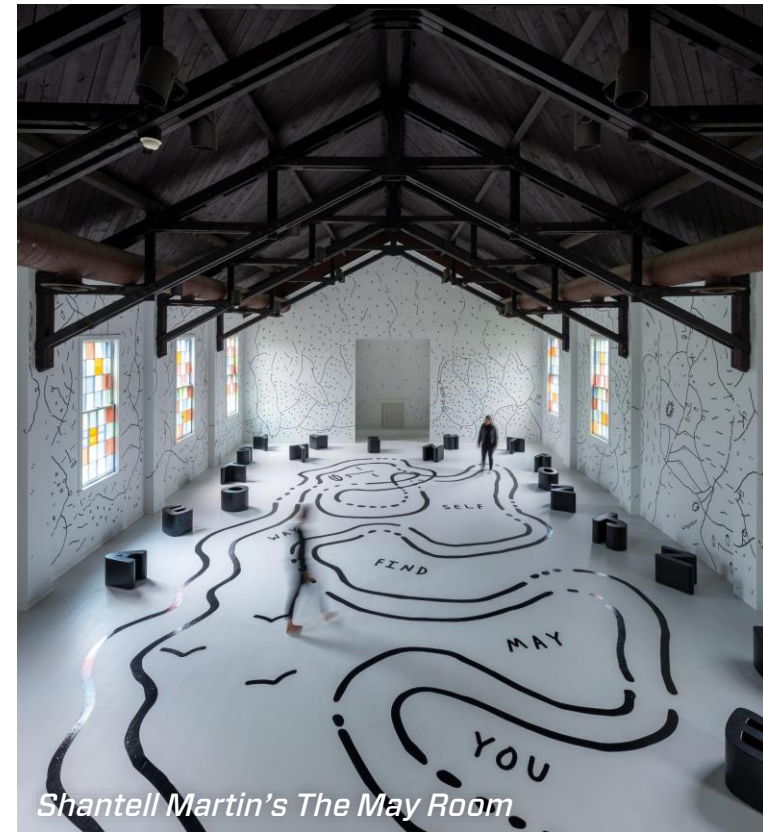
Trust, LMCC & 18 cultural orgs launched GI Residency Initiative to offer free workspace to over 120 artists and cultural practitioners impacted by the pandemic.

Public art engaged and inspired visitors safely. Recorded and virtual programs included workshops with artist Sam Van Aken and a recorded performance by Krzysztof Wodiczko

Governors Island at Home launched in March, offering free virtual tours and programs as well as a digital platform for 30 tenants and orgs to connect with GI audience. Program nominated for *TimeOut New York Best Of* award



Artist in Residence at ArtCrawl Harlem



Shantell Martin's The May Room

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Nolan Park 20 & 9 RFP Update



RFP Process

THE TRUST FOR
GOVERNORS ISLAND

ADAPTIVE REUSE ON GOVERNORS ISLAND

Request for Proposals: Year-Round Arts, Educational & Cultural Tenants in Nolan Park Buildings 9 and 20



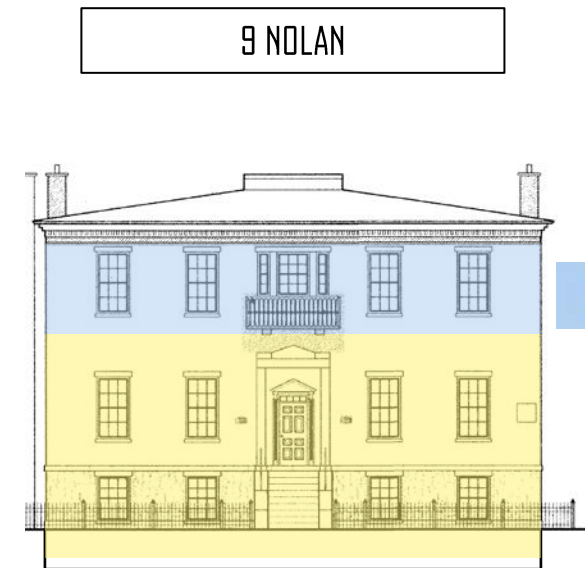
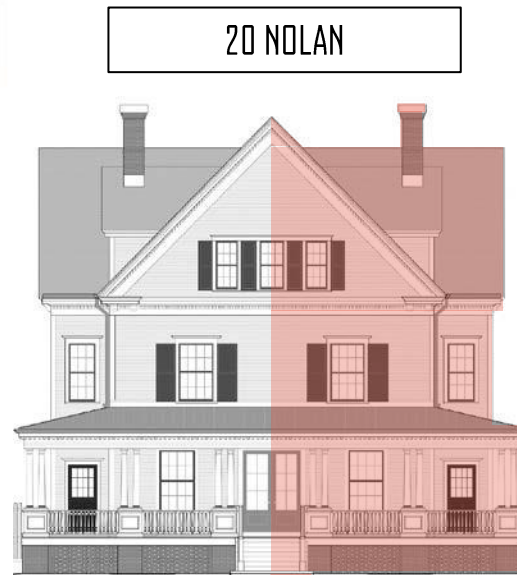
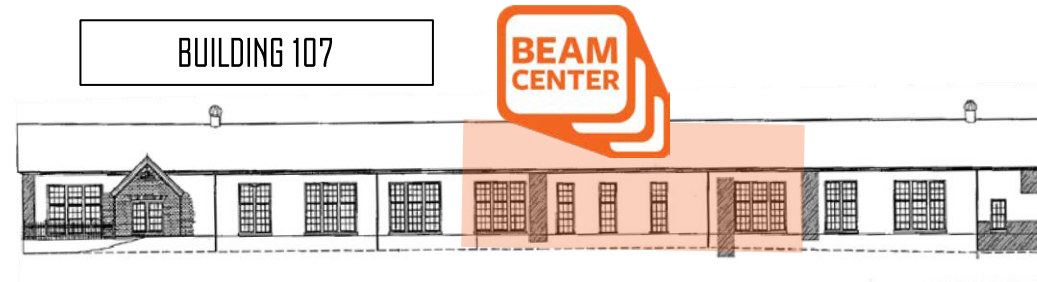
RFP Issuance Date: March 11, 2020
Proposals Due: May 29, 2020

RFP was released March 11, 2020. There were 9 unique respondents placing 12 total bids.

Proposals were evaluated based on:

- Fit or alignment with The Trust vision to infuse the Island with dynamic arts and cultural programming, as well as educational opportunities in the arts, sciences and the environment
- Engagement with the Island as a site, including its history, environment, architecture and relationship to the rest of New York City
- Track record of producing and organizing other exceptional programs or events
- Emphasis on public participation across diverse audiences

4 New Year-round Tenants Designated



Shandaken:



Beam Center



About:

Operates youth STEAM programming out of Red Hook HQ, 29 NYC public school fab-labs, and New Hampshire summer camp.

Program:

- Weekday daily FabLab space for Beam teens, including prototyping and fabrication of large-scale public artworks, open to public viewing;
- Weekend drop-in learning workshops for 40-50 children/day;
- Scheduled field trips for 30+ children and educators from school and community groups up to 4 times per week;
- Annual 2-day weekend Inventgenuity Festival.



Billion Oyster Project



About:

Restores oyster reefs in collaboration with communities and the Harbor School, with physical presence in Red Hook and on the Island

Program:

- Organization's headquarters with office, exhibition, programming, meeting, and workshop space;
- Exhibition open to daily guided tours during the public season;
- Host volunteer activities and educational field trips for youth groups;
- Weekend special programming such as professional development, movie screening, skill-building workshops, etc.



Institute for Public Architecture



About:

Operates 8-week stipended summer program for architects on civic theme (e.g. BQE redesign), with no current physical home.

Program:

- Home base for existing summer program;
- Site for new off-season, overnight residency for mid-career architects to undertake independent work sponsored by their firms;
- Public events incl. exhibitions of resident works, talks, movie nights.



Institute for
Public Architecture

Shandaken Projects



About:

Operates overnight Storm King residency (since 2015), Governors Island year-round residency (since 2018) and free master classes.

Program:

- Overnight residency for practicing artists, with public exhibition;
- Shandaken: Projects office headquarters.
- Compostable-ink print shop, with trainings for on-Island organizations able to book time in once weekly open hours for their own use;
- Print shop home to fieldwork credit for approx. 12 CUNY graduate students annually, responsible for staffing, producing their own work, and teaching NYC Summer Youth Program interns;



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Board Expansion Update



In September, the Trust Board of Directors Amended its By-Laws to expand representation for local elected officials and add climate expertise

Adding Four Seats:

- Borough President Nomination
- Councilmember Nomination
- Mayoral Seats: Focused on environmental justice, greentech, and climate science

Other Updates:

- New Community Board Nomination

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Center for Climate Solutions and South Island Rezoning Update

Trust continuing to pursue 3 paths in parallel



Strategic Planning & Public Engagement

- Process to solicit feedback on goals for future RFP related to public engagement, workforce & educational pipelines & design guidelines
- Outreach & marketing to universities, NGOs & philanthropic leaders



South Island Rezoning

- Community Board and Borough President review complete
- City Planning Commission 60-day review kicked off today
- Completion expected **Spring 2021**



Anchor Institution Solicitation

- Timeline in development
- Release anticipated **2021**

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Thank you!

