Update to Manhattan CB1 Waterfront, Parks & Resiliency Committee
Tuesday, January 16, 2018
AND SAW OUR BIGGEST AUDIENCE

2005
First year open to the public saw 8,000 visitors

2017
Nearly 800,000 visitors

83% of visitors in 2017 were New Yorkers
2017 VISITOR STATS

nearly 800K visitors in 2017

VISITORS BY FERRY ROUTE:

650K - Manhattan ferry
90K - Brooklyn ferry
60K - NYC Ferry Service

AVG WEEKDAY VISITORS: over 2,500 per day

AVG WEEKEND VISITORS: over 10,000 per day
Rock, Mosquito & Hummingbird

A Pre-History of Governors Island by David Brooks
The Trust's first commission since 2014 in historic Fort Jay
May

NYC Holi Hai Festival, May 6
New York Harbor Oyster Classic 5K, May 13
LMCC Arts Center Open Studios with Process Space Artists-in-Residence, May 27-29
Family Fun Day, May 28

Total May Visitors
83,000+

Total 2017 Season Visitors
83,000+
Figment Festival, June 3-4
World Ocean Festival, June 4
12th Annual Jazz Age Lawn Party, June 10-11
River to River Festival, June 15-25
Make Music New York Porch Stomp, June 17
Pinknic, June 25

Total June Visitors
140,000+

Total 2017 Season Visitors
223,000+
July

NYC Runs Firecracker 5k & 10k, July 4
NYC Transit Museum Vintage Bus Bash, July 8
Full Moon Festival, Rite of Summer, July 8
City of Water Day, July 15
South'N The City Picnic, July 22
Come Out & Play, July 22
7th Annual NYC Poetry Festival, July 29-30

Total July Visitors
189,000+

Total 2017 Season Visitors
412,000+
August

Lower Manhattan Community Day, August 5
Brooklyn Music Festival, August 6
Civil War Weekend, August 12-13
Rite of Summer, August 13
NYC Volkswagen Traffic Jam, August 20

Total August Visitors
150,000+

Total 2017 Season Visitors
562,000+
September

4heads’ Governors Island Art Fair, Sept 2-Oct 1
NYC Unicycle Festival, September 2-3
New York Harbor Regatta Bash, September 15
13th Annual NYC Vendy Awards, September 16
Victory Cup Polo Match, September 23
African Film Fest Family Day, September 24

Total September Visitors
122,000+

Total 2017 Season Visitors
684,000+
October Highlights

Open House New York, October 14-15
Nolan Park Trick or Treating, October 28
Pumpkin Point, October 21-29
Night of 1,000 Jack O’Lanterns, October 26-29

Total October Visitors to Date
68,000+

Total 2017 Season Visitors to Date
785,000+
GovIsland After Hours

Friday, May 12
Friday, June 23
Friday, August 11 & 25
Friday, September 1 & 8

6 Late Nights
Made possible through the
Friends of Governors Island
During the season
Individual transactions, avg.
$10
Distributed beverages, postcards, sunscreen, hats and magnets

Welcome Center

64 days open
During the season

25,000 maps
Distributed

1,600
Individual transactions, avg.
$10

Best selling items: beverages, postcards, sunscreen, hats and magnets
Working with the Community
Reaching Non-English Speaking Visitors
Working with the Friends of Governors Island
Volunteers in Action

30 corporate groups
8,000 hours of service
12 non-profit/community groups
$256,000 in funding
Building a Community Invested in GI

Friends Membership Program

500 members

$59,380 in funding
Working with the National Parks Service

- Close collaboration on communications and visitor services
- Working together to steward and activate the National Monuments
Planning for 2018 Season
ART & CULTURE PROGRAM

Proposals now accepted at govisland.org

Multi-year options now available to non-profit arts, cultural and educational organizations
Food & Beverage RFP

Release Date: September 20, 2017
Proposals Due: December 1, 2017
More vendors announced soon for 2018 season in Liggett Terrace and additional sites
Mobile Food Vendor RFP

Food trucks and mobile vendors sought to complement additional vendors in Liggettt Terrace

To be released in January, 2018
Western Development Zone Interim Use RFP

Release Date: October 10, 2017
Proposals Due: December 1, 2017
Recreation and entertainment uses announced soon
Sports Field RFEI
Parade Ground to be released in 2018
North Island Activation Strategy

Establish 365 day/year uses
Enhance connection to everyday life of the City
Build value for new South Island development
Key North Island Buildings

Total SF: 745,000

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THE DEVELOPMENT ZONING LOT
58% of the South Island zoning lot is publicly accessible open space

West Development Zone
Lot area: 7 acres

South Island
Lot area: 80 acres

South Island Open Space
Lot area: 46 acres

East Development Zone
Lot area: 27 acres

North Island
Lot area: 92 acres
(80 acres open space)
Governors Island pre-2010
Governors Island today
Guiding Principles

Governors Island is continuing its transformation into a vibrant place to work, learn and play. The 2010 Governors Island Park and Public Space Master Plan defined two large development parcels intended to support the operations and maintenance of the Island. A plan for the parcels will promote development that activates the Island year-round and sets the Island on a fiscally sustainable path by attracting revenue-generating commercial development.

The plan shall be guided by the following principles:

1. Complement and enhance the park and public spaces and respond to environmental conditions.
2. Connect and establish a harmonious relationship with the park, esplanade and Historic District.
3. Retain and frame views within the Island, and towards New York Harbor, Lower Manhattan and the Brooklyn waterfront.
5. Promote innovative design approaches to achieve a high level of resiliency and environmental sustainability.
6. Encourage flexibility to accommodate a wide range of building types and a mixture of uses.