

Chinatown Partnership Timeline

2004: *Explore Chinatown* marketing campaign is unveiled.

Website ExploreChinatown.com continues to increase its audience, impact, and growth with almost 3 million visitors since its launch. It is consistently at the top of the Google search engine ranking for Chinatown related information and has built an E-news subscriber base several thousand strong.

2006

March Chinatown Partnership installs 48 steel litter baskets.

April The 6th annual *Taste of Chinatown* food festival returns.

The event has grown sizably and become one of the most-anticipated New York City food festivals and an international draw that attracted over 150,000 visitors in one day. Local restaurants expressed interest in more special events and an expansion of the fête district wide.

July *Clean Streets* program is unveiled.

Statistics to date from October 2006 – April 2010:

Estimated Weight of Trash removed – 16,262,200 lbs.

Trash Bags used – 650,488

Store Fronts cleaned – 8,728

Street Fixtures Painted – 10,844

Pedestrian Assist – 23,952

Chinatown Partnership advocates for and receives an additional 180 parking meter spaces along Canal Street between West Broadway and the Bowery from the Department of Transportation.

Conducts first survey of Chinatown streetscape condition utilizing the Computerized Neighborhood Environment Tracking (ComNETSM) program.

August Clean Streets begins odor abatement program.

Sep/Oct: *Lunar Stages: Performance and Film Under the Autumn Moon*, a series of free outdoor performances, movies, and interactive family-friendly arts activities held in Columbus Park that became a big hit among local residents and visitors.

October *Taste of Chinatown* popularity inspires a fall edition.

2007

- February Chinatown Partnership lights up the sky with Lunar New Year celebratory fireworks in Columbus Park.
- Red Lantern Market Month* promotion features dozens of shops offering deals to customers.
- April *Taste of Chinatown* food festival returns.
- Chinatown's Future is in Your Hands*, the first in a series of public forums presented to residents, business owners and property owners exploring how to sustain community improvements.
- May *Lunar Stages: Performance and Film Under the Autumn Moon* returns to Columbus Park.
- December Festive plum blossom inspired *Holiday Lights* debut to illuminate Chinatown during the holidays and welcome residents and visitors alike.

2008

- May Chinatown Partnership provides a tour of Chinatown to NBC-Universal Spanish language television station, Telemundo 47, for their half-hour special about New York's Chinatown to promote the 2008 Beijing Summer Olympic. The program was later broadcast one week before the Opening Ceremonies to the Tri-state area.
- May/June *Sunset Cinema Series*: Chinatown Partnership partners with CUNY's Asian American/Asian Research Institute (AAARI) to showcase an outdoor performance series offering traditional cultural entertainment such as Peking Opera, modern Asian-inspired pop music, and classic Asian subtitled film screenings in Columbus Park.
- June Chinatown Partnership's 1st Annual Benefit & Awards Gala is filled to capacity with Clean Streets supporters.
- July Chinatown Partnership releases a *Community Resources Guide*, a comprehensive bilingual reference guidebook with contact information to local arts & culture organizations, business resources, Chinese associations, consulates, daycare and after-school services, schools, languages classes, government agencies, community boards, health & medical agencies, and more.
- November *Holiday Lights* once again welcomes guests to Chinatown.
- Chinatown Partnership provided an extensive history tour of local Chinatown streets, sights, shops and stores to travel writers and journalists from China in partnership with NYC & Co.

December Partners with Chen Dance Center for the “Blossoming Corner” project to beautify Chinatown and encourage more streetscape improvements.

NY Department of Transportation installs 19 “Pedestrian Arms” lights along under-lit Canal Street to increase sidewalk illumination and safety, allaying security concerns, and encouraging local shops and stores to extend longer business hours. Agency signs five-year maintenance agreement with the Chinatown Partnership.

2009

Dec/Feb *SEE Chinatown – Shop, Eat & Explore* marketing campaign launched to promote the district’s tremendous retail, epicurean, and cultural values and family-friendly destinations.

January Associated Press article “*New Year in NYC Chinatown: Culture, shopping, food*” cites Chinatown Partnership and promotes the community as the nexus for Asian culture, retail and gastronomic experiences. The story is picked up by print media nationally and published on dozens of online media outlets including Yahoo News.

April District Assessment Survey distributed to local business owners and community stakeholders gauging various neighborhood concerns and their reaction to services provided by Chinatown Partnership. Returned surveys indicate up to 90% support for cleaning services, government advocacy and holiday lighting.

Chinatown Partnership provides legendary *Sabado Gigante* host, Don Francisco, a tour of Chinatown. The international hit program is the longest running television variety show according to Guinness Records and is broadcast locally on Univision 41 and globally every Saturday evening.

July Despite torrential rainfall, the second annual Benefit & Awards Gala held at Jing Fong is again filled to capacity with 900+ Chinatown supporters.

August Chinatown Partnership conducts second survey of Chinatown streetscape condition utilizing the Computerized Neighborhood Environment Tracking (ComNETSM) program.

LDC advocates for and secures additional public parking spaces from the NY Department of Transportation along Hester, Howard, and Lafayette Streets.

September Chinatown Partnership touts local dumpling purveyors where Japanese weekly, *NY Japion*, publishes a local eating list in their September 25th issue.

2009

October Advocates for and secures additional public parking spaces from the Department of Transportation along Bayard Street, Walker Street, and East Broadway.

Chinatown Partnership provides an extensive history tour of local Chinatown streets, sights, shops and stores to Scandinavian travel writers and journalists from Denmark, Norway and Sweden in partnership with NYC & Co.

In what has become an annual tradition, festive plum blossom Holiday Lights return to welcome visitors to Chinatown.

Chinatown Partnership provides "Gloria B", a well known New York Spanish radio personality and host of *Las Comadres con Gloria B*, a culture and history tour of Chinatown. The show is broadcast every morning on Telemundo 47.

November Chinatown Partnership provides a Chinatown culture and history tour to Direct TV and Dish Network program, *Desde New York* (From New York) which airs nationally in the United States and the Dominican Republic.

2010 Works with Chatham Green residents to install new tree plantings along St. James place.

Offers free Wi-Fi outside Chinatown Partnership office at 60 St. James Place.