

WALL ST



RISING

2005 Annual Report

Wall Street Rising Corp.
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The **mission** of Wall Street Rising is to promote Lower Manhattan as an exciting destination for businesses, residents, employees, and visitors with vibrant activity during evenings and weekends as well as business days. The organization creates and implements community programs that plant new seeds for the neighborhood's economic, residential and cultural growth.

Dear Friends,

2005 marked the fourth full year of operations for Wall Street Rising. It was another year of great challenges for our constituency of Lower Manhattan residents, workers, business people and visitors. While we have survived the immediate crisis that followed the devastation that occurred on September 11, 2001, and we are pleased to report that our community has begun to stabilize, there are many challenges ahead and our residents, workers and especially our businesses continue to experience great difficulties.

Wall Street Rising has continued its efforts to meet this challenging situation by bolstering the business community and promoting Lower Manhattan as a great place to live, work and visit. We are pleased to report that we have engaged in some very successful activities during the past year and to share the following highlights from 2005:

- From November 14 through November 20, 2005, Wall Street Rising presented **Music Downtown**, a seven-night free concert series at BMCC Tribeca Performing Arts Center. The world class performers included Aimee Mann, Ryan Adams, the Blind Boys of Alabama, Buddy Guy, and Wilco frontman, Jeff Tweedy. Approximately 7000 people enjoyed the free concerts and came to Lower Manhattan from all over New York and out-of-state. This exciting and valuable community program will be re-launched in the fall of 2007.
- The **Do It Downtown! Discount Card** program was renewed by popular demand for a fourth time in 2005. Over 500,000 of the cards have been distributed thus far in connection with this extraordinarily popular and successful program. It has been featured on radio, television and in print media and has promoted and marketed struggling Lower Manhattan businesses to people living and working in and visiting Lower Manhattan.

- The Wall Street Rising **Downtown Information Center**, which opened in September of 2003, completed its second full year of operations. The Center presented significant events in 2005 such as a community forum with Councilman Alan Gerson and introduced a new series, *Healthy Downtown*, with the League for the Hard of Hearing and New York Downtown Hospital. We also established a second new series, *Downtown Kids*, partnering with the Church Street School of Music and Art. Other collaborations in 2005 included hosting the Red Cross and the First Precinct Community Council. Over 12,598 people visited the Center during the year, including Lower Manhattan residents, workers and visitors from New York City and beyond. The Center has established itself as a unique, one-stop resource for people seeking information about Lower Manhattan.
- In October, Wall Street Rising held its third **Leadership Awards Dinner**, honoring three distinguished business and government leaders who have contributed to Downtown's revitalization. Sullivan and Cromwell's Chairman, H. Rodgin Cohen, State Senate Minority Leader David Paterson and Battery Park City Authority President, Timothy S. Carey were honored for their steadfast commitment to Lower Manhattan.

The following is an overview of Wall Street Rising's income, expenses and financial position for the year ended December 31, 2005.

Support and Revenues:

Special Events	
Income	\$534,000
Less: Related direct costs	<u>(144,343)</u>
Net special event income	389,657
Contributions	833,624
In-kind contributions	303,425
Grants	142,200
Interest income	<u>29,575</u>
Total support and revenues	<u>1,698,481</u>

Expenses:

Program expenses	1,360,701
Management and general	109,412
Fundraising	<u>15,784</u>
Total expenses	<u>1,485,897</u>

Total assets	3,020,182
Total liabilities	27,684
Net asset balance	2,992,498

Board of Directors:

Eddy Bayardelle

First Vice President, Global Philanthropy,
Merrill Lynch & Co., Inc.

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Partner, Sullivan & Cromwell LLP

Stuart Clarke

Managing Director, Chief Operating Officer,
Deutsche Bank

Jonathan L. Mechanic

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President: **Noah Pfefferblit**

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Donations are tax-deductible to the extent allowed by law.