

WALL ST



RISING

2006 Annual Report

Wall Street Rising Corp.
55 Exchange Place
Ste 401
New York, NY 10005

212-509-0300 (phone)
212-509-7829 (fax)

info@wallstreetrising.org
www.wallstreetrising.org

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,

2006 marked the fifth full year of operations for Wall Street Rising. While many exciting developments have begun to transform Lower Manhattan's retail, commercial, and residential landscape, many challenges remain for our constituency of Lower Manhattan residents, workers, small business owners and visitors. Despite the great news that high-end retailers such as Tiffany, Hermès, and Canali are opening new outlets in the Financial District, independently-owned small businesses are continuing to struggle through the construction phase and many have been forced out of business already.

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 2006:

- The **Do It Downtown! Discount Card** program was renewed by popular demand for a fifth time in 2006. 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 third full year of operations, culminating in a move to a new location (at 55 Exchange Place) in August. The new Center is home to a brand new 12-ft interactive architectural model of Lower Manhattan. This museum-quality exhibition uses video projections, photographs, historical narratives and music to tell the story of Lower Manhattan - past, present and

future. The model was built by Awad Architectural Models, Inc. with story, sound and projection developed by design firm Pentagram and architect/historian James Sanders. It is narrated by Dateline NBC correspondent John Hockenberry.

We presented many events at the Center including our second Poetry and Commerce evening, our third Managing Your Job Search seminar and our fourth annual Toys for Tots collection. We were proud to host the Downtown Little League and hold two events with the Museum of American Finance including a lively whiskey tasting. 10,655 people visited the Center during 2006 including Downtown residents, workers and visitors from New York City and around the globe. With our many partners, the Center has established itself as a popular site for special events and community programming.

- In May, Wall Street Rising held its fifth annual **Taste of Wall Street** event, held atop the 45th floor of 7 World Trade Center, the first building to be rebuilt at the World Trade Center site. The event featured delectable tastes of over 40 of Lower Manhattan's finest restaurants and beverage purveyors, as well as a world-class silent auction.
- In November, Wall Street Rising held its fourth **Leadership Awards Dinner**, honoring three distinguished business and government leaders who have contributed to Downtown's revitalization. Citigroup's Corporate and Investment Bank CEO, Robert Druskin, United States Congressman Jerrold Nadler, and New York State Senator Martin Connor were each 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, 2006.

Support and Revenues:

Special events net of expenses	226,660
In-kind contributions	152,319
Grants	359,722
Interest income	70,286
Total support and revenues	936,108

Expenses:

Program expenses	885,432
Management and general	110,224
Fundraising	22,420
Total expenses	1,018,077

Total assets	2,902,091
Total liabilities	23,984
Net asset balance	2,878,107

Board of Directors:

Eddy Bayardelle

First Vice President, Global Philanthropy,
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Donations are tax-deductible to the extent allowed by law.