



Staples \$8 M



American Eagle Outfitters \$4.3 M



Coffee Shop \$14.4 M



Blue Water Grill \$17 M

Puma \$1 M

Heartland Brewery \$2.1 M

Republic \$2.5 M

McDonald's \$1 M

Starbucks \$750,000



Pret a Manger, opened June.

Jongo, artist. \$250/day.



Lululemon, opened January.

Skechers, opened last year.

Sally, Obama T-shirt vendor. \$200/day. "People started buying more shirts after the election. They say, 'It's okay now.'"



Roman Hunter, DVD and comic-book vendor. \$300/day. "Business is up. People want to stay in and watch movies."

Keith's Farm, \$14,000/week.



Pet-al Flowers, \$1,300/day.

Martin's Pretzels, \$300/day.

UNION SQ. W.



Tylon, acrobat. Ten shows, \$2,000/day. Crowds of up to 500.



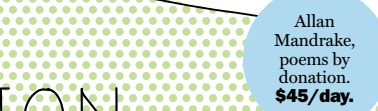
Union Square station's annual fares: \$71 M.



Brian Spain, author-comedian. \$90/day.



Eric Ajama, artist. \$800/week. "It takes a lot of hard work to sell a \$1,200 painting, even around here."



Allan Mandrake, poems by donation. \$45/day.

Elly Hushour, Patches of Star Dairy. "I need to make \$3,500 a week here to break even, and I'm not making that."



Millport Dairy, \$840/day.



Homeless fund-raiser, rents jug for \$15, earns \$45/day.



E. 14 ST.

Ming Liang Lu, artist. \$2,250/week.



Keenan Bryce, rapper. \$80/day.



Amino Belyamani, ewe drum group. \$20/hour.



Saravuth Inn, chess challenger. \$5/game, \$400/day.



Newsstand annual sales: \$240,000.



Anonymous mime, \$22 in box.



UNION SQUARE PARK

Esteban Kremen, artist. \$100 to \$1,200/day.



Greener Pastures, wheatgrass vendor. \$2,520/week. "People are not coming through as much. Twenty percent of our local customers lost their jobs and moved to Brooklyn."



Eariq Sikder, falafel vendor. \$650/day.



Rothman's \$1.5 M "Do I still love this place? Absolutely. But when my lease is up, we'll probably be replaced by a Gap or Banana Republic. They've been looking here." KEN GIDDON, OWNER

UNION SQ. E.

### One-Ring Circus

Rents in Union Square are high, vacancy rates are low, and foot traffic is up. The large stores on the perimeter credit their high traffic to the activity taking place in the park itself, where hundreds of individual vendors make a living selling everything from organic eggs to \$1,200 paintings. Here's a financial snapshot of estimated revenues.

\*Storefront estimates based on a 2008 report by Dun & Bradstreet.

Walgreens \$8 M

An Bon Pain \$750,000

GNC \$200,000

Starbucks \$750,000

Daryl Roth Theatre \$5.7 M

Babies 'R' Us \$4 M

The Vitamin Shoppe \$200,000

Zen Palate, closed October 2007.

The Children's Place \$1.8 M

Maoz \$250,000

Petite Optique \$100,000

Dunkin' Donuts, opened September

Sunny Nail Salon \$100,000

Frank's Wines & Liquors \$290,000

Trevi Deli \$150,000

W Hotel \$15 M



Nordstrom Rack, opening Spring 2010.

Best Buy opening November.