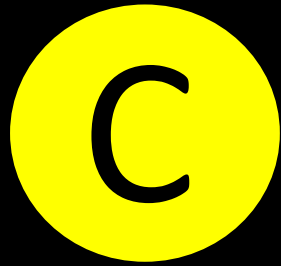


# Revitalization Plan



December 2020



# Situation



## NYC is in trouble

- We have a \$9B budget gap
- Our unemployment rate is 14%
- Only 10-15% of office workers have returned
- Apartment vacancies are at record highs
- 25% NYC tenants didn't pay rent in September
- An "eviction tsunami" is on the horizon
- 61% of hotel rooms are unoccupied
- 44% of hospitality jobs have been lost
- Restaurant sales are down by 50%
- Tens of thousands of businesses have closed
- 3.3M are fighting hunger
- Theatres and entertainment venues are shuttered
- Homelessness is increasing
- Many affluent city residents have fled
- Subway, LIRR, and Metro-North ridership are down approximately 70%
- Subway and bus service has been cut by 40%
- Shootings are on the rise
- The murder rate is up 34%
- Only 26% of kids have attended schools in person
- 24k NYC residents died from Covid-19
- Covid-19 cases are rising
- Our quality of life is declining
- The Governor and Mayor are fighting
- Trump says NYC has "gone to hell"
- More leadership and innovation is needed

# Solution



**It's time to #LuvNYC...**

To lift our spirits...

Inspire our imaginations...

Support our businesses...

And help our people.

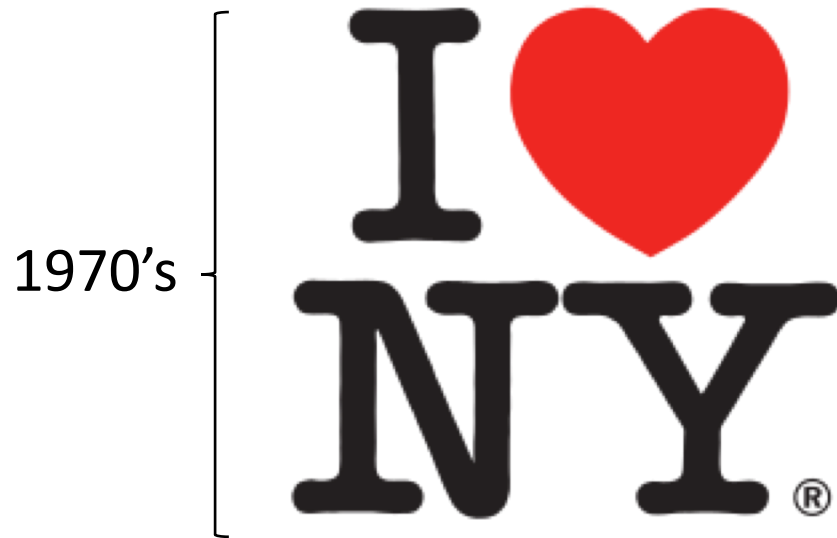


# Introducing...



The LuvNYC initiative is designed to help revive the NYC spirit, like “Boston Strong” and “Je suis Charlie” did for Boston and Paris.

# A New NYC Logo



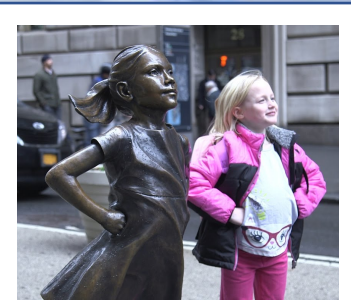
Just like Milton Glazer's logo and the I Love NY campaign uplifted us from the doldrums of the 1970s, our LuvNYC initiative will help revitalize our Covid-ravaged city today.

# Marketing Support



The LuvNYC initiative will leverage a myriad of proven marketing techniques:

- Public Relations
- Targeted Ads
- Celebrity Support
- Facebook Group
- Twitter Feed
- TikTok Influencers
- Letters to the editor
- Special Events



We're having discussions with an iconic NYC arts school about creating the LuvNYC sculpture, and making it a new NYC landmark.

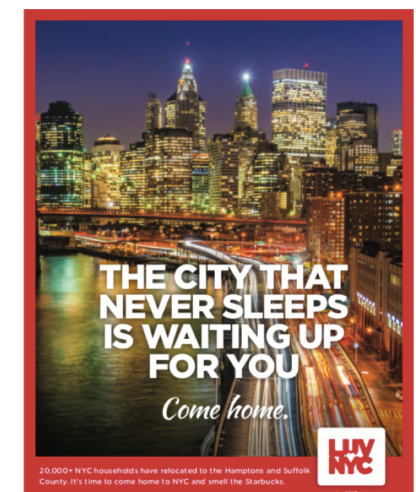
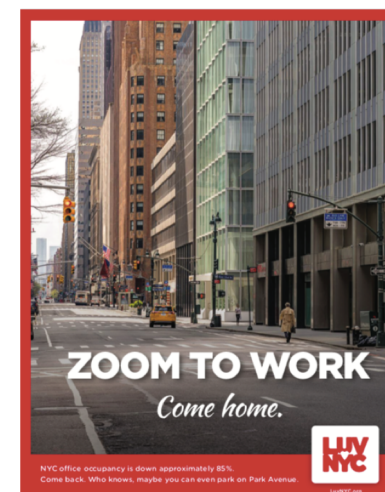
# Come Home Ads



300,000 New York City households have left the city, thousands are in their 2<sup>nd</sup> homes in the Hamptons. This ad campaign has been developed to encourage these affluent New Yorkers to spend more time in NYC for rational and emotional reasons.

## Where NYC Residents Have Relocated

1. East Hampton
2. Jersey City
3. Southampton
4. Hoboken
5. Sag Harbor
6. Scarsdale
7. Water Mill
8. Greenwich
9. Yonkers
10. Jersey City
11. Port Washington
12. Westhampton



We're discussing a LuvNYCitizen virtual festival to support essential needs of NYC residents.

# LuvNYCitizen Festival

A large crowd of people is gathered at night for a festival. In the background, a stage is illuminated with purple and blue lights, and a large red archway frames the scene. Two bright spotlights are visible on either side of the stage. The crowd in the foreground is dense, with many people holding up their phones to capture photos or videos of the event.

# LuvNYCitizen Festival



**The LuvNYC festival can bring together NYC entertainers from yesterday and today to support the essential needs of City residents. The following are a list of possible New Yorkers who could perform.**

- Alicia Keys & Jay Z
  - Empire State of Mind
- Lady Gaga & Tony Bennet
  - New York, New York
- Lin-Manuel Miranda & Leslie Odom Jr.
  - As Hamilton & Burr
- Simon & Garfunkel
  - Bridge Over Troubled Water
- Billy Joel (introduced by Christie Brinkley)
  - Uptown Girl
- RUN-DMC & Steven Tyler
  - Walk this Way
- 50 Cent & Ja Rule
- Nicki Minaj & Foxy Brown
- LL Cool J introduced by Rick Rudin
- KISS (with Ace Frehley)
- The Ramones
- Cindi Lauper
- Bette Midler
- Beastie Boys
- Metropolitan Opera
- Broadway Stars

# The LuvNYC Brand



A series of LuvNYC brand efforts have been conceived to help improve both the quality of life of NYC residents and support the success of NYC businesses.

We hope, with the David Prize's support, the future of NYC will be bigger and brighter.



**LUV** *My Block*

**LUV** *Rewards Card*  
**NYC**

*Share the*  
**LUV**

**LUV** *ing Landlord*