



2016

# 34th Street Partnership

(34SP) business improvement district is a coalition of property owners, tenants, and city officials, working to revitalize a 31-block district in the heart of Midtown Manhattan. Founded in 1992, the work of 34SP centers on streetscape improvements, security and sanitation services, public events, tourist assistance, and free retail support. 34SP is funded by income from events, concessions, and corporate sponsors, as well as an assessment on commercial properties within the district. In addition to managing Broadway Boulevard and Plaza33, 34SP is responsible for the reconstruction and ongoing operations of Herald and Greeley Square Parks, at the intersection of Broadway and Avenue of the Americas.



## Our Public Spaces



## Reading Room

**Weekdays, April - November**  
**10am-5:30pm, Herald Square Park**  
**10am-5:30pm, Park East at One Penn Plaza**

Enjoy a selection of free newspapers and magazines at one of our two locations.

## Visitor Services

**Daily, 9:30am-4:30pm**  
**Herald Square Park, Greeley Square Park,**  
**Penn Station, One Penn Plaza**

Our friendly guides answer your questions on transportation, dining, entertainment, and more.

## Midtown Recess

**April - October**  
**Weekdays, 11am-7pm**  
**Park West at One Penn Plaza**

De-stress with games and activities like giant Jenga, corn hole, and jump ropes.

## Settlers of Catan Socials

**May - August**  
**Wednesdays, 2pm-4pm**  
**Park West at One Penn Plaza**

Trade and acquire with fellow Settlers of Catan fans at our weekly game social.

## Chess Socials

**April - October**  
**Thursdays, 2pm-4pm**  
**Park West at One Penn Plaza**

Meet up with other chess players to challenge yourself at the ultimate game of strategy.

# ARTS AND CULTURE

## Salsa

**June 30 - August 4**  
**Thursdays, 6pm-7:30pm**  
**Broadway Boulevard**

**August 10 - October 5**  
**Wednesdays, 7:30pm-9:30pm**  
**Plaza33**

Beginner salsa dance class followed by social dance party. Produced by Talia Castro-Pozo.

Visit [34thstreet.org](http://34thstreet.org)

for updates and more information.

## Live at Penn Plaza

**May 16 - October 21**  
**Mondays and Fridays, 6pm-7:30pm**  
 (No performances May 30, July 4, Sept 5, Oct 10)  
**Park West at One Penn Plaza or Plaza33**

Live bands after work featuring soul, funk, and blues on Mondays and global dance parties on Fridays. Produced with Ariana's List.

## Live at Penn Plaza: Unplugged

**Coming late this summer**  
**Tuesdays and Thursdays, 12:30pm-1:30pm**  
**Plaza33**

Hear acoustic music concerts as you lunch outdoors. Produced with Ariana's List. Check [34thstreet.org](http://34thstreet.org) for details.

## Next Up Music

**Coming this summer**  
**Herald Square Park**

Some of the most talented young musicians in NYC perform in the heart of Midtown. Check [34thstreet.org](http://34thstreet.org) for details.

## Silent Disco

**Coming this summer**  
**Plaza33**

Free outdoor dance party with three DJs spinning three different genres live via headphones. Switch between DJ channels as often as you like! Check [34thstreet.org](http://34thstreet.org) for details.

## Outside-the-Chamber Music

**June 1, July 13, August 10**  
**Wednesdays, 6:30pm-7:30pm**  
**Herald Square Park**

Some of the city's best chamber musicians perform free outdoor party-concerts. Produced in partnership with Groupmuse ([www.groupmuse.com](http://www.groupmuse.com)).

## First Draft

**June 7, 21; July 5, 19; August 2, 16**  
**Tuesdays, 7:30pm-9pm**  
**Herald Square Park**

Rhythm and rhyme combine with the sounds of Midtown at this poetry event. Check [34thstreet.org](http://34thstreet.org) for details.

## Tour34: Empire to Penn

**Fridays and Saturdays, 12:30pm-2pm**

Explore the neighborhood's history of commerce, transit, and architecture. Led by The Municipal Art Society of New York. Check [34thstreet.org](http://34thstreet.org) for details.

## Sweat34

**April 26 – September**  
**Tuesdays, 6pm–7pm**  
**Broadway Boulevard**

Top fitness studios like Tone House and Pop Up Yoga NYC offer free fitness classes. Check 34thstreet.org for schedule.

## Hoop34

**June 13 – August 15** (No class July 4)  
**Mondays, 6pm–7pm**  
**Broadway Boulevard**

Beginner hula hoop classes taught by Sheryl Wilson of Fitnotic. Great for fun or fitness. Equipment provided.

## Juggle34

**Weekdays, May – October**  
**8am–9am, Broadway Boulevard**  
**1pm–3pm, Park West at One Penn Plaza**

Test your coordination and dexterity with free juggling lessons. All ages and skills welcome. Equipment provided.

## Book Club: Food for Thought

**May 18, June 15, July 20, August 17,**  
**September 21, October 19**  
**Wednesdays, noon–12:45pm**  
**Park East at One Penn Plaza**

Join us at lunch for a discussion of best-selling fiction and nonfiction. Coffee provided. Limited number of free books available at the One Penn Plaza Reading Room. Check 34thstreet.org for book list.

## Origami

**May 3 – September 27**  
**Tuesdays, 2pm–3pm**  
**Park East at One Penn Plaza**

Fold paper in the Japanese tradition with Origami Studio NYC. Materials provided.

## Greeley Square Improv

**May 3 – 24; September 6 – 27**  
**Tuesdays, 7pm–9pm**  
**Greeley Square Park**

Learn improvisational comedy with some of NYC's best instructors from the People's Improv Theater. Register at 34thstreet.org.

## Urban Sketching Meetup

**June 1, July 6, August 3, September 7**  
**Wednesdays, 6pm–7pm**

Find inspiration in the urban outdoors with the Art Students League of New York. Materials provided. Check 34thstreet.org for location.

## FOOD

## Wafels & Dinges

**Herald Square Park**

Traditional Liège wafels and a wide variety of dinges (toppings) are served with hot chocolate, milkshakes, and a full espresso bar.

## Nuchas

**Greeley Square Park**

Inventive fillings take these Latin American stuffed pastries beyond tradition. Enjoy full coffee service and gourmet pastries too.

## Broadway Bites

**June 3 – July 17; October 3 – November 11**  
**Daily, 11am–9pm**  
**Greeley Square Park**

Enjoy the best of the NYC food scene at this pop-up food market produced with UrbanSpace.

## Broadway French Market

**May – December** (Season permitting)  
**Wednesdays, Thursdays, Fridays**  
**11am–6pm**  
**Broadway Boulevard**

Open-air farmers market offering local produce, baked goods and more. Operated by Bensidoun USA.

Photos: Angelito Jusay, Vornado Realty Trust, and 34SP.



## CONNECT WITH US

[34thstreet.org](http://34thstreet.org)

[@34thstnyc](https://twitter.com/34thstnyc)

[#discover34th](https://twitter.com/34thstnyc)

## CONNECTING TO THE 34TH STREET WIRELESS NETWORK

Available in Herald and Greeley Square Parks.

Using your WiFi enabled device, connect to the open web browser, accept the Terms of Use, and start surfing. It's free.

Network: [34thstreet.org](http://34thstreet.org).

## COMMENTS? SUGGESTIONS?

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