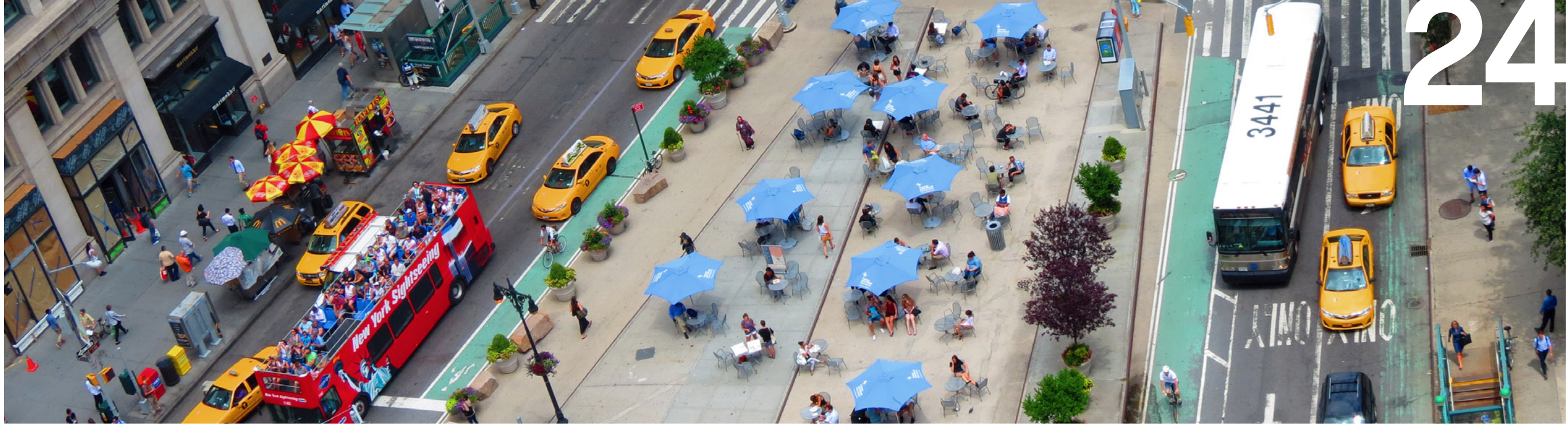


39



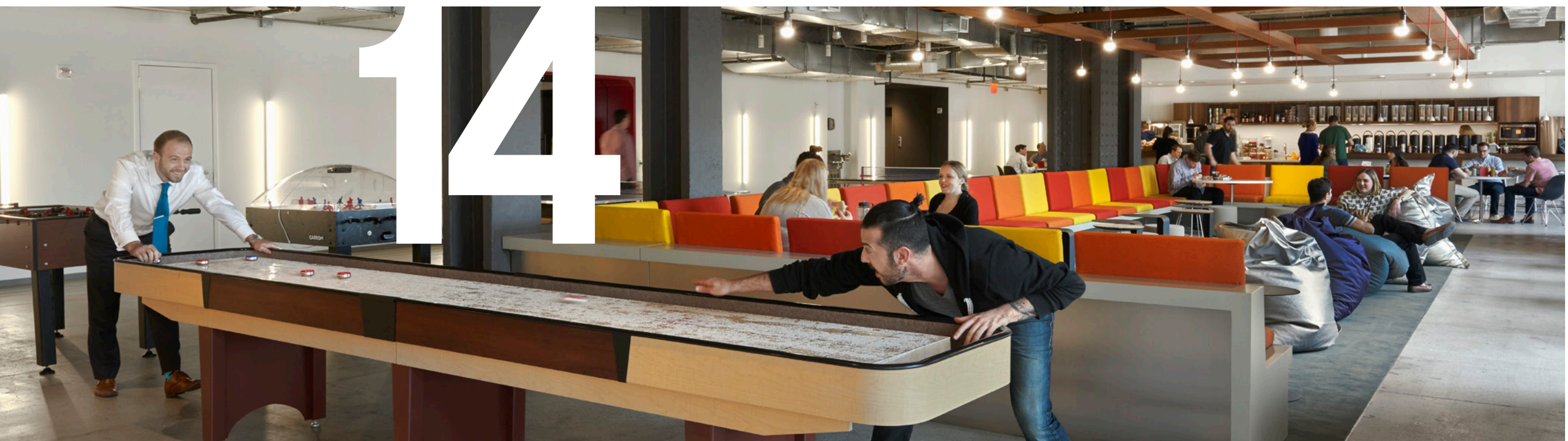
Forty One Madison | 41 Madison Avenue

Madison Green | 5 East 22nd Street, View of Flatiron Public Plazas



24

11 Madison Avenue



14

Yelp | 11 Madison Avenue

The NoMad Hotel | 1170 Broadway



06



R

Birreria at Estaly | 200 Fifth Avenue

Pentagram | 204 Fifth Avenue



02



04

École Internationale | 206 Fifth Avenue

Yoga Shanti | 46 West 24th Street



01

SPIN | 48 East 23rd Street



Flatiron 23rd Street Partnership

NJR Subway Station | 23rd Street at Broadway and Fifth Avenue



## going up

Every building in the district has a story. A past, a present, and a future. In this incredible neighborhood, the floors of our buildings represent every aspect of bustling New York City life.

Floors where creativity abounds and new ideas are exchanged daily. Floors where things are created and other things are built. Floors where parents raise their children, and floors where children learn. Floors where locals mingle with visitors from every corner of the globe. Floors where people of all ages eat, play, and are entertained. All of this on top of a street-level experience that is diverse, dynamic, engaging, energizing, and yes, sometimes challenging.

In the nine years since the Flatiron/23rd Street Partnership Business Improvement District (BID) was founded, the theme “Going Up” has never been more appropriate. The district of today continues to grow, expand, and welcome new neighbors. Old buildings become new uses, and new buildings rise up. The neighborhood continues to honor the past while pushing forward into an ever-exciting future.

The business of the BID has also never been more active—or more important. Our core programs of Clean Streets, Public Safety, and Social Services continue to be as vital as ever, and we have enhanced these services to meet the increasing demands of the district.

The BID's revamped website launched in spring of 2014. In FY15, the site received an important honor when it was selected as a founder of the .NYC program.

## programming and events

The Flatiron BID produces events year-round for the benefit and enrichment of its stakeholders and local community.

Last summer, the BID expanded its free programming on the Flatiron Public Plazas with fitness classes, in partnership with Athleta and local studios, and improv comedy from The Peoples Improv Theater (The PIT), in addition to the tech education classes offered in partnership with General Assembly, the urban campus for technology, design, and entrepreneurship.

In September, the BID welcomed Manhattan Borough President Gale A. Brewer to Flatiron at the fall Speaker Series. Later in the fall, over 225 friends of the BID gathered at 230 FIFTH for a networking reception. At the end of October, the BID released its fourth district real estate snapshot “Flatiron: Where Then Meets Now,” at a breakfast event for the brokerage community at Almond on East 22nd Street. A panel discussion about local retail growth was moderated by Amir R. Korangy, publisher of The Real Deal.

The 2014 holiday season brought the return of “23 Days of Flatiron Cheer,” presented by the BID with generous support from Presenting Sponsors Tiffany & Co. and Meringoff Properties, with additional support from Grey

Group and Macmillan, and the unveiling of a dynamic LED and mirror-paneled installation, New York Light by INABA, selected as the winner of the first-ever Flatiron Plaza Holiday Design Competition, held by the BID in partnership with Van Alen Institute.

Following the public launch on November 25th, attended by Borough President Brewer, a reception was held at Van Alen Institute. Throughout the month of December, the installation served as a picturesque backdrop to “23 Days of Flatiron Cheer” events, which included hot beverage giveaways from Cosme, DAVIDsTEA, Blue Smoke, and Cafe el Presidente; free gift wrapping; improv performances by The PIT; a food drive benefiting Food Bank For New York City; and the always popular prize wheel, where passersby “spin to win” gifts and coupons from local businesses.

In late winter, the BID held a networking reception at the Baruch Performing Arts Center (BPAC). In March, the BID, in partnership with Baruch College, held “Stay A Step Ahead / What You Need To Grow,” a business assistance forum and networking breakfast. The event's keynote address was given by

October where Deputy Mayor Alicia Glen and Manhattan Borough President Gale A. Brewer, along with BID Chairman Gregg Schenker and other public officials, celebrated the milestone of the city becoming one of the first cities in the world with its own top-level domain.

Social media engagement continues to grow. In FY15, Instagram was the BID's leading platform with 176% growth from the prior year. Over the same period of time, the BID's Twitter account grew by 42%. Both accounts use @FlatironNY as a digital placemaking tool, which is prominently displayed on print materials and streetlamp banners.

This year, the BID's “Discover Flatiron Map,” which illustrates notable local landmarks as well as transit and ground floor retail, was updated twice to keep pace with new business openings. Printing of the Map is supported by advertisements from local property owners and businesses. The BID distributes 75,000 copies of the Map within and outside of the district each year. Along with Map ads, the BID offers sponsorship and branding opportunities to local businesses and properties. Streetlamp banners and trash receptacles throughout

businesses and commercial tenants, market data, and notable transactions. The BID publishes a monthly map of “Retail Opportunities,” which shows ground-floor availabilities with square footage and broker information. A vibrant restaurant scene serves residents, workers, and visitors alike. Restaurants of all price points and cuisines are thriving in the neighborhood. Public spaces and coffee shops buzz with activity.

In FY15, the Flatiron District was lauded as New York City's “Fitness District” due to the influx of boutique fitness studios flocking to the area. In the BID's fourth “Flatiron: Where Then Meets Now” report, it was reported that three dozen fitness studios operate in and around the BID's boundaries, and this number continues to grow. Noteworthy transactions for commercial office buildings in FY15 include the monumental sale of 11 Madison Avenue; it was reported in May of 2015 that The Sapir

Organization and CIM Group would sell the Art Deco Class A office building to SL Green Realty Corp. for more than \$2 billion, the second-highest sale price ever for an office building in the United States. Next door at 5 Madison Avenue, The New York EDITION hotel, a partnership between hotelier Ian Schragar and Marriott International, opened in the historic Metropolitan Life Clock Tower building after a complete renovation. The 41-story luxury hotel offers 273 guest rooms and suites, and brings the total number of hotels within the BID's boundaries to 11.

The neighborhood will soon be home to more residents with over 1,000 residential units planned or under construction. One of many projects is 212 Fifth Avenue, which will become a 48-unit residential condominium, a joint venture between Robert Gladstone's Madison Equities, Joseph Sitt's Thor Equities, and property manager Building and Land Technology (BLT).

Over the course of the winter, the Clean Team dispersed 140 bags, or 7000 pounds, of snow melt, plus an additional 1500 pounds provided by the New York City Department of Sanitation. In the first ten months of FY15, team members removed 196 incidents of graffiti, and painted, scraped, or power-washed over 20,000 fixtures, including not only BID-branded tree pit guards and trash cans, but also benches, bus stops, traffic signals, news boxes, mailboxes, hydrants, and phone booths. Over the course of the fiscal year, it is estimated that the Clean Team will collect more than 188,000 trash bags.

Neighborhood cleanliness and order is appreciated and recognized in the feedback received by the BID in the 2014 Annual Community Survey. 91.5% of respondents were aware of the Clean Streets Program, and of those respondents, nearly 90% of them rated the work of the crew as “good” or “excellent.” 55% of respondents rated the Flatiron BID area as cleaner than most neighborhoods in Manhattan.

## clean streets program

When the BID launched in 2006, supplemental sanitation was the first priority and program; today, the Clean Streets Program is as important as ever and retains the BID's largest program area.

Contracted through Atlantic Maintenance, the Clean Team is at work in the neighborhood seven days a week—rain, snow, or shine. In FY15 from July to May, the district was serviced each day from 7:00 a.m. to 7:00 p.m., with longer hours on the Flatiron Public



Plazas in the warmer months. Beginning in May of FY15 and continuing into FY16, the Clean Team service hours are extended until 9:00 p.m. each day, along with additional staffing to keep the Flatiron Public Plazas clean and open to the public later in the evenings. Additionally, four days a week, a specialized maintenance worker is in the district painting fixtures, removing graffiti, and handling special projects. In the first ten months of FY15, the team logged over 35,000 hours of manpower.

Early in FY15, the BID installed three Bigbely trash compacting/recycling units on the Flatiron Public Plazas. In each unit, there is a solar-powered trash compactor and two recycling collectors for paper and bottles. Over the course of the year, it is estimated that 4.6 tons of recyclable material has been collected.

The morning following Winter Storm Juno and despite the closure of mass transit, the Clean Team reported to work to clear walking lanes for pedestrians on the Flatiron Public Plazas and keep crosswalks and catch basins at intersections clear.



ance with the New York Nonprofit Revitalization Act, which took effect in 2014.

Our goal for FY16 is to continue to do an outstanding job on our existing efforts, while seeking new projects and initiatives to keep pushing the BID's work to the next level.

None of these efforts would be possible without the commitment and support of local stakeholders, including property owners, commercial businesses, residents, community boards, and government officials. You have all been our partners in the upward trajectory of the neighborhood, and for that we are truly grateful.

See you in the district!

Jennifer Brown

Jennifer Brown  
Executive Director

NYC Department of Small Business Services Commissioner Maria Torres-Springer, and information was available from resource tables staffed by representatives from NYC Business Solutions, Office of Citywide Health Insurance Access, NYC Department of Consumer Affairs, NYC Business Acceleration, US Small Business Administration, and Baruch's Division of Continuing and Professional Studies. Following the keynote address, four workshops were taught concurrently, and Baruch's Field Center for Entrepreneurship offered a demonstration on 3-D printing technology.

In late May, the BID convened a spring Speaker Series on district safety and security and welcomed Captain Brendan Timoney, the newly appointed Commanding Officer of the New York City Police Department's 13th Precinct.

Year-round, the BID offers a free, weekly historic walking tour of the neighborhood. Lasting approximately 90-minutes and led by professional guides, the tour takes place each Sunday beginning at 11:00 a.m., rain or shine. Since December of 2006, over 5,350 people representing 55 countries have taken this free tour.

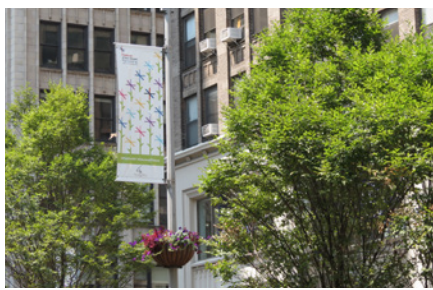
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## public safety

Launched in 2007, the Flatiron BID's Public Safety Team, contracted through ABM Security Services, acts as the BID's eyes and ears on the streets of the neighborhood and works to address quality of life issues and enhance public safety. The Public Safety Officers (PSOs) also serve as neighborhood ambassadors on behalf of the BID.

Seven full-time officers make up the BID's Public Safety Team. During the warmer months of the year, one full-time officer is assigned to the bustling Flatiron Public

## social services program

To address homelessness, the BID works with Urban Pathways, a nonprofit human services agency. As part of the Social Services Program, a two-person team of social workers patrols the district five times a week, for a total of 35 hours. Throughout each week, hours vary to cover different times of day, including overnights, to assess neighborhood needs and conditions at all hours.

Consistently, homelessness is cited as one of the most important issues facing the

## public improvements

**Districtwide Streetscape and Beautification**  
Last fiscal year, the BID completed its multi-year tree pit expansion program, and in FY15, the BID assumed responsibility for 13 additional tree pits. The program features custom BID tree guards and expanded pit size to promote tree health. The total number of tree pits planted and maintained by the BID is now 164. The tree pits are planted seasonally, and maintenance and watering are performed by the BID's landscape contractor, A. Bulfamante Landscaping.

Other FY15 BID beautification initiatives include 38 hanging flower baskets on streetlamp poles and seasonal plantings in the Park Avenue South Median Malls from 21st to 28th Streets. In FY15, two trees were requested through MillionTreesNYC, but a total of 50 trees will have been planted in the district through the initiative. Since the inception of the BID's Public Improvement Program in 2008, 49 bike racks have been added through NYC DOT's CityRacks program. CityBenches are also available through NYC DOT, and seven have been installed at high-traffic areas in the neighborhood.

The City Light distinctive lighting project received official approvals during FY15. Sixty-one City Light poles will be implemented along 23rd Street between Third and Sixth Avenues and Broadway between 21st and 28th Streets, including the Flatiron Public Plazas. The new poles will provide LED illumination of these areas and enhanced design. The project is expected to be implemented in FY16.

**Flatiron Public Plazas**  
Created in 2008 by NYC DOT, the Flatiron Public Plazas are located at the heart of the neighborhood at the intersection of 23rd Street, Broadway, and Fifth Avenue, stretching from 21st Street to 24th Street. Amenities for these public spaces include 203 chairs, 84 tables, 8 benches, 28 granite blocks, 24 BID-logo umbrellas, 148 planters, and 3 Bigbely solar trash compacting/recycling units. For the summer of 2015, the BID will add a solar-powered charging station for mobile devices and tablets, which will complement the BID's free WiFi.

The 148 planters in and around the Flatiron Public Plazas are planted seasonally, providing vibrant pops of color at the busy intersection. In the BID's 2014 Annual Community Survey, the Flatiron Public Plazas received an approval rating of 86%.

In the fall of FY15, the BID debuted a new, custom information kiosk for the Flatiron Public Plazas. The BID-branded kiosk prominently displays the “Discover Flatiron Map” and has six slots for brochures.

From January to mid-March, Peter Regli's Reality Hacking initiative SNOW MONSTERS was installed on the North Flatiron Public Plaza as part of the NYC DOT Art Program, in partnership with the BID and the Dominique Lévy Gallery.

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Farrell Virga, Vice Chairman, Meringoff Properties

James Buslik, Treasurer, Adams & Company Real Estate

Nicholas Athanaili, The Stanford Condominium

Laurie Burns, Rudin Management/Forty One Madison

Michael Cohen, Colliers International

Tom Cook, ATCO Properties & Management Inc.

Jim Dill, Housing & Services, Inc.

Gail Duke, New York Life Insurance Company

Grant Greenspan/ Michael Kaufman, Kaufman Management

Paul Januszewski, Rockrose

Jane Gural Senders, Newmark Grubb Knight Frank

Peter Weiss, Walter & Samuels, Inc.

Andrew Zobler/Meredith Morgan, The NoMad Hotel

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Lois Eida, Lois Lane Travel

Peter Garabedian/Paul Steven, Macmillan

Mark Maynard/Paris, Union Square Hospitality Group

John Petterson/Linda Buckley, Tiffany & Co.

Mike Schwartz/Scott Zaloom, General Assembly

**Class C Residential Tenants**  
Joseph B. Rose

**Class D Public Representatives**  
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Honorable Scott Stringer, Comptroller of the City of New York

Honorable Gale A. Brewer, Manhattan Borough President

Honorable Melissa Mark-Viverito, New York City Council Speaker

**Class E Community Boards and Nonprofit Organizations**  
Community Board A, Christine Berthet, Chairwoman

Community Board 5, Vikki Barbero, Chairwoman

Community Board 6, Sandro Sherrod, Chairman

Baruch College, Katharine Cobb

**executive staff**

Jennifer Brown, Executive Director

Jane Kojima, Deputy Director

Scott Kimmins, Director of Operations

Julie Sophonpanich, Planning and Marketing Associate

Matt Walter, Special Assistant

Sabrina McFarland, Part-time Staff Writer

2015 Annual Meeting Award Recipients  
**Outstanding Service Award**  
Michel Melendez, Momar Digne

**Chairman's Award**  
Farrell Virga

**Partnership Award**  
Wireless Corridor Partners

**sponsors**  
\$20,000+  
Colliers International  
Meringoff Properties  
Tiffany & Co.

**\$10,000+**  
ABS Partners  
Real Estate, LLC  
Grey Group  
Newmark Grubb  
Knight Frank

**\$5,000+**  
Con Edison  
Housing & Services, Inc.  
Macmillan  
Madison Green  
Condominium  
New York Life Insurance  
Company  
The NoMad Hotel  
Pan Am Equities

**\$2,000+**  
TF Cornerstone  
Unique Threading Salon  
Walter & Samuels, Inc.  
Wilhelmina Models

**\$1,000+**  
Buchbinder & Warren  
Hankly Panky  
Masonic Hall & Home  
Natural Gourmet Institute  
Nicholas Athanaili,  
Corcoran Group  
Real Estate  
The Stanford  
Condominium  
Swann Auction Galleries  
Teskerve  
Two Trees  
Management Co.  
Windsor  
Management Corp.  
Yoga Shanti

**Greening the District**  
Con Edison  
Meringoff Properties  
The NoMad Hotel  
Tiffany & Co.

**Friends of the Flatiron/ 23rd Street Partnership**  
Asellina  
Athleta  
The Center for Book Arts  
Gansevoort Park Avenue  
Global Home  
Madura

**credits**  
**Design**  
Pentagram  
**Photography**  
Martin Seck

**about us**  
The Flatiron/23rd Street Partnership Business Improvement District, formed in 2006, is a nonprofit organization whose mission is to enhance the area's reputation as one of New York's most vital and exciting neighborhoods. This is accomplished by maintaining a clean and safe environment for the district's businesses, residents, and visitors; by spearheading area improvement projects; and by marketing the diverse business and retail options in this vibrant and historic neighborhood.

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**statement of financial position**

**statement of activities**

**fiscal year 2016 approved draft budget**

**summary of financial statements dated October 11, 2014, prepared by Slackby Scott & Company CPAs PC. A copy of the complete audited financial statements is available upon request. April 2015 represents 10 months of operations.**

**support and revenues**  
Assessment revenue  
Contributions and other

**expenses**  
Marketing  
Safety  
Sanitation  
Social services  
Public improvements  
Administration

**total revenue**

**total program expenses**

**total general operating total expenses**

**total increase in net assets**

**total revenue**

**total program expenses**

**total general operating total expenses**

**total increase in net assets**

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