

10
years
of

*partnerships**



10 years of excellence*

This year, the Flatiron/23rd Street Partnership Business Improvement District (BID) celebrates a decade of service in the community. As we look back over the past ten years, it's important to remember how we got here: through strong partnerships. Partnership with the City of New York. Partnerships with local property owners, businesses, and residents. Partnerships with many others who love the neighborhood and want it not only to succeed, but to thrive.

The neighborhood of today is quite different than that of 2006. Building upon inherent strengths such as great access to transportation, a strong commercial core, and a world-class public park; this historic yet modern area has continued to grow into a flourishing 21st century mixed-use community. Hundreds of companies—large and small—have moved in, bringing thousands of office workers, coupled with numerous residential projects and hotels. Flatiron is a place where everyone feels at home. The heart of the technology, advertising, media, and information (TAMI) sector and Silicon Alley? Yes. World-class dining? Yes. Robust retail options to serve every taste? Yes. Cultural attractions? Yes. An increasing number of people calling the area home? Yes. In short, the neighborhood has it all.

Additionally, as a result of the BID's work over the past decade, the area has transformed. Foremost is a clean and safe environment for those who live in, work in, and visit. Streetscape, beautification, and pedestrian plaza initiatives have enhanced the public realm, provided new amenities, and aesthetically upgraded the area. The neighborhood itself and its many restaurants, retail, and cultural attractions are actively promoted through multiple channels, including digital and print. Events and programming throughout the year provide important information,



bring neighbors together, and foster a true sense of community. The neighborhood's most vulnerable individuals are provided meaningful ways to access programs, services, and shelter on an ongoing basis. We are extremely proud of the role that we have played as a steward of the neighborhood's progress and transformation.

The work of the BID over the past decade would not have been possible without the efforts of countless individuals, businesses, and organizations, particularly our dedicated, volunteer Board of Directors.

As the BID celebrates a decade of service, we look forward to continuing to meet the needs of the neighborhood of today and tomorrow.

Sincerely,

Jennifer Brown
Executive Director

Gregg Schenker
Chairman

10 things under \$10*

01

#Flatiron Free WiFi

FREE
THE 23RD STREET, FIFTH AVENUE
AND BROADWAY CORRIDORS

02

Super Free Mondays! performances

FREE
THE PEOPLES IMPROV THEATER

03

#willrunforjuice Saturday morning Instagram promotion

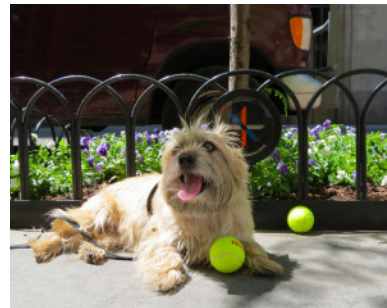
FREE
JUICE PRESS

04

exhale core barre fusion class

FREE
ATHLETA

05



One tennis ball

\$1
NEW YORK DOG SPA & HOTEL

06



Two taper candles

\$1
FLYING TIGER

07

Paperback copy of *War and Peace*

\$2
HOUSING WORKS THRIFT STORE

08

Premium draft beer during happy hour

\$2
SCHNIPPERS

09

Shoe shine

\$3
LUZ'S SHOE REPAIR

10



Maui Wowie Smoothie

\$7.50
FLATIRON GREEN CAFÉ

*ALL PRICES LISTED ARE SUBJECT TO
CHANGE AND DO NOT INCLUDE TAX.

10 major BID moments*

01

BID creation

2006

02

Co-founding of the East Side Alliance

2007

03

Creation of Master Plan for Streetscape and Beautification

2008

04



Flatiron Public Plazas creation & ribbon cutting

2008

05

Launch of Intersections Series

2009

06

Holiday program begins

2012

07



Phased tree pit expansion program completed

2013

08



NYC EDC Wireless Corridor contract awarded to BID

2013

09

Founding website in .NYC program; Launch event in Flatiron Public Plaza

2014

10

Plaza permanent reconstruction process begins

2015

10 historic events in the district*

01

Alexander Cartwright founds the Knickerbocker Base Ball Club

1842
FIFTH AVENUE AND 23RD STREET

02

Novelist Edith Jones (later known by her married name, Edith Wharton) is born

1862
14 WEST 23RD STREET

03

Statue of Liberty's Arm is displayed as part of a fundraising campaign

1876-1882
MADISON SQUARE PARK

04

American popular song flourishes in Tin Pan Alley

LATE 1800S
WEST 28TH STREET BETWEEN FIFTH AND SIXTH AVENUES

05



The Flatiron Building completes construction

1902
BROADWAY AND 23RD STREET

06

The Toy Center opens to the industry

1909
200 FIFTH AVENUE

07

The Armory Show is exhibited

1913
69TH REGIMENT ARMORY AT LEXINGTON AVENUE AND 25TH STREET

08

A tragic fire levels the entire block of Broadway

1966
22ND AND 23RD STREETS

09



Baruch College opens the doors to its William and Anita Newman Vertical Campus

2001
ONE BERNARD BARUCH WAY

10



Eataly New York sells first bowl of pasta

2010
200 FIFTH AVENUE

PHOTO CREDITS

05. COLLECTION OF MIRIAM BERMAN

09. BARUCH COLLEGE

10. EATALY NEW YORK

10 major tech firms in the district *

01

Dropbox

Remote data storage service

50 WEST 23RD STREET

02

FanDuel

Fantasy sports league facilitator

300 PARK AVENUE SOUTH

03

AppNexus

Online advertising firm

28 WEST 23RD STREET

04

Betterment

Goal-based investment website

61 WEST 23RD STREET

05

Taboola

Content marketing platform

28 WEST 23RD STREET

06

Bonobos

E-commerce apparel retailer

45 WEST 25TH STREET

07

Tumblr

Microblogging platform

35 EAST 21ST STREET

08

SoundCloud

Audio distribution platform

50 WEST 23RD STREET

09

Yext

Location data management

1 MADISON AVENUE

10

General Assembly

Adult technology education

902 BROADWAY



*INCLUSION OF FIRMS WAS DETERMINED BY
DOLLAR AMOUNT OF VENTURE
CAPITAL INVESTMENT AS REPORTED BY
CRUNCHBASE.COM.

10 kid-friendly activities*

01



Square-wheeled trike

NATIONAL MUSEUM OF MATHEMATICS

02

“Scribble and dribble” class

APPLE SEEDS

03

Police Officer Moira Ann Smith Playground

MADISON SQUARE PARK

04

“Pirates and Princesses” summer camp

TADA! YOUTH THEATER

05

KIDS CLUB Saturday classes

MICHAELS

06

Basement “rec room”

HILL COUNTRY CHICKEN

07

Hands-on fresh pasta class

LA SCUOLA GRANDE,
EATALY NEW YORK

08

CircusYoga

KARMA KIDS

09

Little ones blowout

DREAM DRY

10



Pick-a-Brick wall

LEGO

10 unusual fitness opportunities*

01

Glow-in-the-dark ping-pong

SPIN

02

9-ball ladder match challenge

SOCIETY BILLIARDS + BAR

03

Technical sparring

KRAV MAGA ACADEMY

04



The Distance group treadmill class

MILE HIGH RUN CLUB

05



AntiGravity Aerial Yoga

STUDIO ANYA

06



Daily bike rental

CITI BIKE

07



Aqua Bootcamp pool fitness

NEW YORK HEALTH AND
RACQUET CLUB

08

Boxing

MELENDEZ BOXING

09

WeFlowHard Vinyasa

Y7 YOGA STUDIO

10

The Reinvention Method class

CHAISEFITNESS

PHOTO CREDITS

07. NEW YORK HEALTH AND RACQUET CLUB

04. BRAD BARKET FOR MILE HIGH RUN CLUB

10 notable restaurants*

01

Eleven Madison Park

AMERICAN
11 MADISON AVENUE

02

The NoMad

AMERICAN
1170 BROADWAY

03

Cosme

MEXICAN
35 EAST 21ST STREET

04

Upland

AMERICAN
345 PARK AVENUE SOUTH

05

The Clocktower

ENGLISH
5 MADISON AVENUE

06

ilili

MEDITERRANEAN
236 FIFTH AVENUE

07

Junoon

INDIAN
27 WEST 24TH STREET

08

Hanjan

KOREAN
36 WEST 26TH STREET

09

Hill Country

TEXAS-STYLE BARBECUE
30 WEST 26TH STREET

10

Kat & Theo

MEDITERRANEAN
5 WEST 21ST STREET



*LIST COMPOSITION WAS DETERMINED BY COMBINING RANKINGS FROM VARIOUS RESTAURANT-RATING SITES AND PRESS ARTICLES.

10 iconic buildings*

01

Flatiron Building

02

**MetLife
Clocktower /
New York EDITION**

03

New York Life

04



**Appellate Division
Courthouse of
New York State**

05



Masonic Hall

06



**Porcelanosa
(formerly
Commodore
Criterion)**

07

**The clock at
200 Fifth Avenue**

08

Mortimer Building

09



**69th Regiment
Armory**

10

**Serbian Orthodox
Cathedral of
St. Sava**

10 largest employers*

01

Credit Suisse

2,883,489 square feet

FINANCIAL SERVICES
11 MADISON AVENUE

02

New York Life Insurance Company

1,475,000 square feet

INSURANCE SERVICES
51 MADISON AVENUE

03



Sony

525,000 square feet

ELECTRONICS/ENTERTAINMENT
11 MADISON AVENUE

04

Tiffany & Co.

376,336 square feet

LUXURY JEWELRY RETAILER
200 FIFTH AVENUE

05

Grey Global Group Inc.

337,748 square feet

ADVERTISING/MARKETING FIRM
200 FIFTH AVENUE

06

AppNexus

309,605 square feet

ONLINE ADVERTISING FIRM
28 WEST 23RD STREET

07

DigitasLBI

245,538 square feet

MARKETING AND TECHNOLOGY AGENCY
355 PARK AVENUE SOUTH

08

St. Martin's Press (Macmillan)

175,870 square feet

PUBLISHER
175 FIFTH AVENUE
(THE FLATIRON BUILDING)

09

Estée Lauder

166,544 square feet

COSMETICS MANUFACTURER
28 WEST 23RD STREET

10

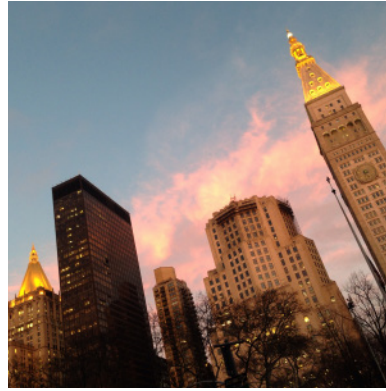
Yelp

152,232 square feet

LOCAL SEARCH PLATFORM
11 MADISON AVENUE

10 staff favorite instagram photos*

01



Flatiron's golden hour is captured in this beautiful winter skyline.

POSTED FEB 10, 2015

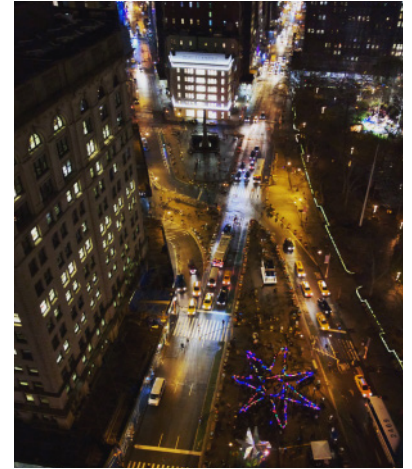
02



The 2015 Flatiron Holiday Installation—*Nova* by SOFTlab—was selected in partnership with Van Alen Institute and the art program of the NYC Dept. of Transportation.

POSTED NOV 18, 2015

03



On the 2015 Winter Solstice, the National Museum of Mathematics created a Solstice Star. The angle of each point of the star corresponds with the angle made by the sun at its highest peak over New York City.

POSTED DEC 23, 2015

04



Cyclists cruise down Park Avenue South during Summer Streets, an annual celebration of healthy recreation and sustainable forms of transportation.

POSTED AUG 01, 2015



The Peoples Improv Theater performs during “23 Days of Flatiron Cheer” with *New York Light* by INABA as a backdrop.

POSTED DEC 05, 2014



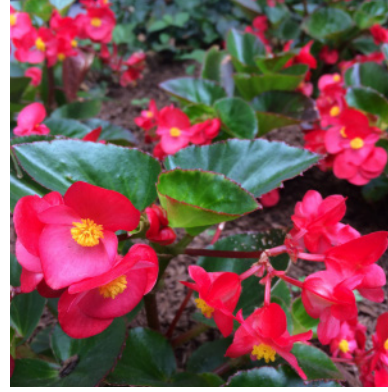
The BID presents the first annual Wellness Wednesday series in partnership with Athleta Flatiron and local fitness studios, including Yoga Shanti.

POSTED JUL 23, 2014



Peter Regli’s *Reality Hacking No. 320 (SNOW MONSTERS)* on Flatiron’s North Public Plaza amuses passersby. The installation was presented by the Dominique Lévy Gallery in partnership with the art program of the NYC Dept. of Transportation.

POSTED MAR 05, 2015



The BID maintains 178 tree pit and tree pit guards, including these summer plantings in a Broadway median tree pit.

POSTED JUN 10, 2015



During Winter Storm Jonas, the BID’s Clean Team clears crosswalks with a snowblower in the Flatiron District.

POSTED JAN 24, 2016



An instructor from General Assembly teaches the first Tech Tuesday class of the season.

POSTED JUL 07, 2015



Flatiron
23rd Street
Partnership

DISCOVERFLATIRON.ORG

10 years of *cleanliness**

clean streets

At the inception of the BID ten years ago, the top priority of the organization was the Clean Streets Program, and a decade later, this vital district service continues as the BID's largest program.

In FY16, the Clean Team, contracted through Atlantic Maintenance, hit the streets in the Flatiron District seven days a week—year-round and in all types of weather. Crews are deployed at minimum from 7:00 a.m.–7:00 p.m. May through October, the Clean Team service hours are extended until 9:00 p.m., along with additional staffing to keep the Flatiron Public Plazas clean and open to the public later in the evenings. Four days a week, a specialized maintenance worker paints fixtures, removes graffiti, and addresses other issues throughout the district. Altogether, the team performed 38,170 hours of service in the first ten months of FY16.

When it snows, Clean Team members clear passageways for pedestrians on the Flatiron Public Plazas, as well as remove snow and slush from crosswalks and catch basins all over the district. While the winter of FY16 was mild, the Clean Team used 70 bags, or 3,500 pounds, of snow melt.

Year-round, the team services and maintains the 192 BID-branded trash receptacles throughout the district. Trash is bagged by members of the team and prepared for pick-up by the NYC Department of Sanitation. In the first ten months of FY16, the Clean Team collected more than 156,000 bags of trash. On the Flatiron Public Plazas, three Bigbelly trash compacting units also include recycling collectors for bottles and paper.

In addition to snow and trash removal, Clean Team members also power-washed, painted, or scraped over 17,300 fixtures such as trash receptacles and tree pit guards, bus stops, benches, traffic signals, news boxes, fire hydrants, and mailboxes. More than 130 incidents of graffiti were removed, as well.

Consistently in the BID's Annual Community Survey, the work of the Clean Team is recognized and praised by respondents. Of the respondents to the 2015 Annual Community Survey, 96.7% said that the Clean Streets program was "very important," and 89.6% of them rated the Clean Team's work as "good" or "excellent."



10 years of service



public safety



The BID's Public Safety Team has proudly served the Flatiron neighborhood since 2007. The team works to further improve public safety and address quality-of-life issues in the neighborhood. Acting as the organization's eyes and ears on the streets, the Public Safety Officers (PSOs) also serve as ambassadors for the BID—distributing information and materials to local businesses and property owners.

Contracted through Universal Protection Service, previously operating as ABM Security Services, full-time officers patrol the district seven days a week. From May 1st through September 30th, an additional full-time officer is assigned to the vibrant Flatiron Public Plazas. Year round—rain or snow or shine—the PSOs are present in the neighborhood 9:00 a.m.–7:00 p.m. on the weekdays and 10:00 a.m.–6:00 p.m. on the weekends.

In their distinctive Flatiron-branded uniforms, the PSOs frequently assist visitors to the area; the PSOs provided more than 11,282 directions and other information in the first ten months of FY16. In total, the Public Safety Team documented, reported, or assisted with more than 19,000 issues. The most-noted quality-of-life conditions recorded by team members were bicyclists riding on the sidewalk, panhandling, and smoking on the Public Plazas. In May, the BID began a pilot program with the New York City Police Department Paid Detail Unit, which deploys off-duty, uniformed police officers in targeted locations in the district. The pilot will extend for several months into early FY17.

In the 2015 Annual Community Survey, 87.9% of respondents rated the Public Safety Program as “very important”—the second-highest percentage of all BID programs. Of respondents, 71.4% rated the work of the Public Safety Program as “good” or “excellent.”

10 years of assistance*

social services



Working with a team of outreach workers from Urban Pathways, the BID engages with individuals living without shelter in the neighborhood to provide options for services, housing, and support. As part of this program, a two-person team from Urban Pathways is deployed five shifts per week within the BID's boundaries. Shift hours, including overnights, vary based on trends, conditions, time of year, and neighborhood needs.

In the first ten months of FY16, the BID's outreach team engaged with more than 375 individuals. Of these individuals, six were provided with temporary shelter or housing, or placed in a treatment program. Through careful documentation of all interactions with clients, Urban Pathways' daily and

monthly reports provide a data-driven snapshot of homelessness in the Flatiron District, as well as reveal trends by season, by location, and even by time of day.

As a founding member of the East Side Alliance—a group of community organizations, law enforcement agencies, and area methadone clinics—the BID continues to work with all parties to identify quality-of-life issues, share information, and address concerns on behalf of the neighborhood.

10 years of *transformation**

public improvements

Districtwide Streetscape & Beautification

Guided by the 2008 Master Plan for Streetscape and Beautification, the BID's Public Improvement Program enhances the beauty of the public realm in the Flatiron District.

Having completed a multi-year tree pit expansion program in FY14, the BID currently maintains and plants 178 tree pits within its boundaries. As part of this program, custom Flatiron-branded tree guards create a protected bed for seasonal plantings, as well as promote tree health. In the spring, the beds are planted with pansies. The summer planting features dragon-wing-leafed begonias, while the fall and winter displays include ornamental cabbage. The tree pits are maintained and watered by A. Bulfamante Landscaping, the BID's horticulture contractor.

On 44 streetlamp poles in the district, the BID has installed hanging flower baskets. Six of these baskets were installed along Sixth Avenue in FY16. In the spring and summer, the baskets contain white begonias, red coleus, and blue petunias. Gold thread cypress is planted in the fall.

On Park Avenue South from 21st Street to 28th Street, the BID plants and maintains the median malls. Each spring, thousands of forced bulb tulips bloom. The summer planting includes dragon-wing-leafed begonias, rose-colored impatiens, red coleus, and salvia. Like the tree pits, the fall season for the Park Avenue South Median Malls brings ornamental cabbage, along with kale and other foliage. As temperatures drop in the late fall, gold thread cypress is added.

As part of the Public Improvement Program, the BID works with city partners for the planting of trees and the installation of bike racks and CityBenches. Since the Public Improvement Program began, 49 street trees have been planted in the neighborhood. In partnership with the NYC Department of Transportation (DOT) through its CityRacks program, 49 bike racks have been installed, and through the CityBench program, seven benches have been sited in the district.

In FY16, the BID continued to work with NYC DOT to implement the City Light distinctive lighting project, which was approved in FY15. The new City Light poles will feature LED bulbs for greater illumination in portions of the district, including Broadway and 23rd Street.





Public Plazas

The BID maintains the Flatiron Public Plazas at the intersection of 23rd Street, Broadway, and Fifth Avenue, from 21st Street to 24th Street. These spaces were created out of temporary materials in 2008 by DOT, along with reconfiguration of traffic and pedestrian patterns resulting in safer conditions for all.

Following the tremendous success of temporary plazas, it was announced in 2015 that the four spaces, along with Worth Square, were slated for redesign to create permanent public spaces. In FY16 as part of the first phase of the project, the BID, along with the Madison Square Park Conservancy, worked in partnership with DOT, the Department of Parks and Recreation (DPR), and the Department of Design and Construction (DDC) to solicit input and feedback from the local community and stakeholders regarding the design of the permanent spaces. On November 10th, the first Public Workshop was held at Porcelanosa. At the workshop, members of the public expressed to DOT representatives their ideas and visions for the redesigned spaces.

Current amenities in the Flatiron Public Plazas include 212 chairs, 88 tables, eight benches, 28 granite blocks, 23 BID-logo umbrellas, three Bigbelly solar trash compacting and recycling units, and a solar-powered charging station for mobile devices and tablets. On the north Flatiron Public Plaza, the BID's information kiosk is stocked with free brochures and the "Discover Flatiron Map." Two seasonal food concessions operate on the Flatiron Public Plazas—ilili BOX on the north and Flatiron Green Cafe on the south.

There are 148 planters in and around the Flatiron Public Plazas which bloom with a colorful assortment of flowers throughout the year. In FY16 the spring planting featured forced bulbs of tulips, daffodils, and hyacinths. With much of the Public Plazas in full sun, the summer planting included hibiscus, petunias, geraniums, and lantana. In the fall, ornamental cabbage and kale was displayed. For the FY16 holiday season, the BID enhanced the plaza planter treatment with the inclusion of white twinkling lights, pine cones, and eucalyptus in addition to the traditional blue star junipers, gold thread cypress, and red and white branches.

In the BID's 2015 Annual Community Survey, the Flatiron Public Plazas received an approval rating of 90.9%.



Flatiron Free WiFi

In the first ten months of FY16, more than 279,000 users logged on to the internet using the BID's free public WiFi network "#Flatiron Free WiFi." During warm weather months, the network averaged 4,400 users per day. When compared to the first ten months of FY15, WiFi usage increased by 53%.

The network provides wireless internet coverage to 23rd Street from Sixth Avenue to Park Avenue South; along Fifth Avenue from 25th Street to 21st Street; along Broadway from 24th Street to 21st Street; and 21st Street between Fifth Avenue and Broadway. The corridor was part of the efforts of NYC Economic Development Corporation (EDC) to expand WiFi coverage across commercial corridors throughout the city in 2013. Over the three-year project period, the BID will receive a total of \$137,800 in funding from EDC and committed up to \$150,000 of additional BID resources.

10 years of community*

programming and events

Since its inception ten years ago, the BID has produced robust programming focused on the interests and needs of the local community.

In FY16, the BID, yet again, expanded its free summer programming for the Flatiron Public Plazas. On Tuesdays in July, the public was invited to expand its knowledge base through tech ed classes offered in partnership with General Assembly, the urban campus for technology, design, and entrepreneurship. On Wednesdays in July and August, fitness enthusiasts took advantage of free classes taught by some of the neighborhood's hottest studios; these "Wellness Wednesdays" were made possible through a partnership with Athleta Flatiron. On Thursdays, the BID provided free games, which were accompanied on select dates by improv performances from The Peoples Improv Theater (The PIT).

In October, over 200 neighbors and friends of the BID gathered to network and toast the local community at Celebrate Flatiron Partnerships held at 230 FIFTH's rooftop.

November was an incredibly active month on the BID's calendar. On November 4th, the BID held its annual real estate forum and released its fifth

district economic data report "Flatiron: Where Then Meets Now" at Almond Restaurant. On November 10th, the BID, in partnership with DOT and the Madison Square Park Conservancy, held the first design workshop for the permanent reconstruction of the Flatiron Public Plazas and Worth Square. On November 12th, the BID welcomed New York City Comptroller Scott M. Stringer for the fall edition of the Speaker Series.

On November 18th, the BID unveiled its 2015 holiday installation on the north Flatiron Public Plaza. The installation—Nova by SOFTlab—was the winning design from the second annual Flatiron Public Plaza Holiday Design Competition. For FY16's competition, the BID again worked with Flatiron neighbor Van Alen Institute.

Nova, an abstract star-shaped pavilion with an interior clad in colorful iridescent materials, encouraged passersby to look through its viewing scopes which framed surrounding Flatiron landmarks. The temporary installation was the backdrop for the BID's "23 Days of Flatiron Cheer" events which included performances from The Jazz Gallery, TADA! Youth Theater, and The PIT. The popular Flatiron prize wheel returned, filled with gifts and coupons from local businesses, and was coupled



with complimentary hot beverage giveaways from local businesses Eatly, Cosme, Brooklyn Roasting Company, DAVIDsTEA, Argo Tea, Shake Shack and Blue Smoke. Fifty-five total program partners contributed to the 2015 event, up from 37 in 2014. Throughout the month, a food drive was held for the Food Bank For New York City; in addition to drop-offs on the Public Plazas, a dozen Flatiron companies held collections in their offices and businesses.

New programming elements introduced for holiday 2015 were "Winter Workouts" with SIN Workouts, Bikram Yoga, and Athleta Flatiron; "Holiday Happy" Hours at The Churchill, Millesime, Sarabeth's, and Black Barn; as well as a neighborhood-wide photo scavenger hunt. On December 22nd, the Winter Solstice and shortest day of the year, the BID and the National Museum of Mathematics, along with over 360 members of the public, made a "Solstice Star" with glow sticks on the Public Plaza. The angles of the points of the seven-sided star corresponded with the angle made by the sun at its highest

peak over Manhattan on that day. The holiday installation and "23 Days of Flatiron Cheer" were made possible through the generous support from Presenting Sponsors Tiffany & Co. and Meringoff Properties, with additional support from Grey Group and Macmillan.

On May 6th, the BID held a spring Speaker Series event at General Assembly. Deputy Inspector Brendan Timoney, the Commanding Officer of the NYPD's 13th Precinct, spoke about district safety and security.

On Sundays at 11:00 a.m. throughout the year, the BID sponsors a free, historic walking tour of the neighborhood. The tour is led by professional guides and lasts approximately 90 minutes. Since April 2007, the tour has been taken by nearly 6,000 individuals from over 56 countries.



10 years of distinction*

marketing and communications

Social Media, Website, & Newsletter

In FY16, the BID continued to see tremendous growth on social media channels. Leading the way with engagement: Instagram. The BID's Instagram account @FlatironNY grew 129% since the start of the fiscal year. During the same time, the BID's Twitter account, also @FlatironNY, grew by 21%. Rounding out the BID's social media presence is Facebook; both as the "Flatiron/23rd Street Partnership" and "Flatiron District, NYC." Across these channels, the BID shares information and photos highlighting local businesses and what's happening in the neighborhood. The BID's Twitter and Instagram feeds are prominently displayed on the homepage of FlatironDistrict.NYC.

Not only are local businesses and stakeholders featured in the BID's social networking efforts, they are also at the heart of the BID's website. In the "Newsroom," visitors to the site will find articles welcoming new neighbors, monthly roundups of the neighborhood in the news, and aggregated information about special dining and shopping opportunities. The BID also has dedicated pages for interviews with notable neighborhood figures aptly called "Flatiron Faces," in addition to history pieces written by the BID staff.

In the first ten months of FY16, the BID's website had more than 132,000 pageviews. Articles on the BID's website populate the weekly e-newsletter, which is sent out on Wednesdays to a distribution list of more than 11,000 interested individuals.

Print Materials & Sponsorship

With the Flatiron District's ever-expanding commercial activity, the "Discover Flatiron Map" is updated two times a year to reflect new business openings. Other highlighted information includes the MTA map of Manhattan, local transit lines, Citi Bike docking stations, free WiFi, landmarks, buildings of note, adjacent neighborhoods, and

historic districts. The BID prints 75,000 copies of the Map for circulation within the BID boundaries, as well as outside of the district. Local businesses support the printing of the Map through sponsor advertisements.

In addition to ads in the "Discover Flatiron Map," the BID's annual sponsorship program provides area businesses and property owners with branding opportunities unique to the Flatiron District, including trash receptacles and streetlamp banners. The banner designs are updated seasonally, and upon removal from the streetlamp poles, they are made into tote bags for giveaways at BID events. Elements of the BID's Public Improvement Program, such as the beautification of the Park Avenue South Median Malls and the free public WiFi network, are also available for sponsorship.

In FY16, the BID expanded the distribution of rack cards at its information kiosk on the Flatiron Public Plazas. Seasonal cards included an events calendar for the BID's Summer Series—highlighting free improv performances, games, and tech ed classes—as well as one specific to the "Wellness Wednesdays" offerings. For the 2015 Holiday Program, the BID created print materials promoting "23 Days of Flatiron Cheer" events, as well as a neighborhood-wide scavenger hunt card. Year round, the BID distributes brochures promoting its weekly, free historic walking tour and "Connect with Us" cards with information on how to contact and follow the BID through various channels. Additional materials for stakeholders include the "Important Phone Numbers" magnet and a pocket reference for "At-A-Glance NYC Sanitation Regulations."

10 years of growth



neighborhood economic data and reporting



Alongside New York City's continued economic growth, the Flatiron District flourishes as one of the city's premier neighborhoods. Since the BID's formation, the area has been transformed into a vibrant mixed-use community.

As part of the desirable Midtown South commercial office market, the Flatiron District has seen an unrelenting demand for space from the TAMI sector. While the neighborhood has long been known for its startup scene, a number of established tech and media companies relocated to the area in FY16. One notable new neighbor was Sony Corporation of America, which moved to 11 Madison Avenue; the industry giant took 525,000 square feet in the property

and created its own dedicated entrance with an address of 25 Madison Avenue.

At the November real estate forum, the BID released its annual economic data report "Flatiron: Where Then Meets Now." The hyperlocal report covers all sectors of the real estate market in the area, as well as aggregates transit stats and other data. At the forum, a panel discussion was convened on the impacts and opportunities presented by the growth and popularity of coworking spaces. This topic was particularly relevant to Flatiron BID stakeholders and event attendees; at that time, there were more than two dozen coworking or incubator spaces in and around the BID's boundaries.

Other trends tracked by the BID include the continued growth of the health and wellness industry within the neighborhood. Not only is it a hub for boutique fitness studios, but also for related fitness apparel businesses and healthy fast-casual dining destinations. Also on the retail front, Broadway and the adjacent streets have increasingly become home to interior design and home furnishings businesses. In the fall of 2015, Porcelanosa completed its multi-year renovation of the former Commodore Criterion building to create its flagship showroom and US headquarters. Furniture retailer Ethan Allen is slated open a showroom at 915 Broadway, just down the street and around the corner from boutique retailer Madura. Other related retailers in close proximity include Restoration Hardware, Safavieh, and Wolf Home.

Over the last decade, the BID has witnessed the growing prominence of the neighborhood as a dining destination. Notably, the BID has tracked this trend on specific side-streets within its boundaries, citing the mini “restaurant rows” that have emerged on West 21st Street, West 24th Street, and West 26th Street. Recent openings, as well as those on the horizon, on West 28th Street between Fifth Avenue and Broadway will add another block to this list.

The record-breaking number of visitors to New York City will find a growing number of options when seeking accommodations in the Flatiron District.

Since its inception, the BID has seen tremendous growth in the hospitality industry. Today, there are 3,485 hotel rooms at 21 hotels in and around the BID’s boundary, including the New York EDITION in the historic Metropolitan Life Clock Tower.

On the residential front, there are more than 800 units of housing planned or under construction in the Flatiron District. At 7 West 21st Street, a Friedland Properties large rental project of nearly 300 units will include 58 units of affordable housing; construction is expected to be complete in the winter of 2017.

The neighborhood growth has had a marked impact on public transportation as well. Between 2014 and 2015, annual subway ridership increased at four of the five stations within the BID boundaries. The highest increase was 8.4% at the 23rd Street N/R station, followed by a 7.5% increase at the 28th Street N/R station.

statement of financial position

	UNAUDITED April 2016	AUDITED June 2015	AUDITED June 2014
Assets			
Cash	\$1,324,272	\$826,771	\$318,099
Prepaid assets and receivables	106,815	22,299	31,995
Investments	1,398,852	1,400,000	1,399,896
Security deposits	11,587	11,587	11,587
Total	\$2,841,526	\$2,260,657	\$1,761,577
Liabilities/Net Assets			
Liabilities	\$491,969	\$169,155	\$181,054
Net assets	2,349,557	2,091,502	1,580,523
Total	\$2,841,526	\$2,260,657	\$1,761,577

statement of activities

	UNAUDITED April 2016	AUDITED June 2015	AUDITED June 2014
Support and Revenues			
Assessment revenue	\$1,833,333	\$2,200,000	\$2,000,000
Contributions and other	659,702	1,004,144	786,610
Total	\$2,493,035	\$3,204,144	\$2,786,610
Expenses			
Marketing	\$349,162	\$465,494	\$521,527
Safety	280,107	334,859	318,038
Sanitation	764,828	885,824	815,986
Social services	68,063	80,030	69,161
Public improvements	488,455	602,574	618,996
Administration	284,365	324,384	267,752
Total	\$2,234,980	\$2,693,165	\$2,611,460
Increase in net assets	\$258,055	\$510,979	\$175,150

Summary of Financial Statements dated October 26, 2015, prepared by Skody Scot & Company CPAs PC. A copy of the complete audited financial statements is available upon request. April 2016 represents 10 months of operations.

fiscal year 2017 approved budget

July 1, 2016–June 30, 2017

	Admin	Marketing	Public Safety	Sanitation	Social Services	Public Improvements	FY17 Budget Total	FY16 Budget Total
Assessment Revenue	—	—	—	—	—	—	\$2,200,000	\$2,200,000
Contributions	—	\$225,000	\$15,000	\$5,000	—	\$580,000	825,000	670,000
Interest income	—	—	—	—	—	—	5,000	5,000
Total Revenue							\$3,030,000	\$2,875,000
Program Expenses								
Personnel costs								
Total salaries and payroll taxes	\$66,216	\$175,260	\$65,369	\$65,413	\$34,875	\$180,665	\$587,798	\$560,072
Health and other benefits	9,252	20,026	4,468	4,468	3,246	20,203	61,663	60,061
Total Personnel Costs	\$75,468	\$195,286	\$69,837	\$69,881	\$38,121	\$200,868	\$649,461	\$620,133
Direct Expenses								
Outside contractors	\$5,000	\$90,000	\$320,000	\$875,000	\$70,000	\$442,000	\$1,802,000	\$1,691,000
Program equipment	—	—	5,000	20,000	—	8,000	33,000	46,867
Program supplies	—	45,000	—	2,000	1,500	5,000	53,500	59,500
Tree pits	—	—	—	—	—	5,000	5,000	10,000
Project expenses	—	211,500	—	—	500	15,039	227,039	227,500
Total Direct Expenses	\$5,000	\$346,500	\$325,000	\$897,000	\$72,000	\$475,039	\$2,120,539	\$2,034,867
Total Program Expenses	\$80,468 (2.9%)	\$541,786 (19.6%)	\$394,837 (14.3%)	\$966,881 (34.9%)	\$110,121 (4.0%)	\$675,907 (24.4%)	\$2,770,000 (100%)	\$2,655,000
Total general operating							250,000	220,000
Total expenses							\$3,020,000	\$2,875,000
Contingency							10,000	25,000
Excess revenues over expenses							0	(25,000)

board of directors

Class A

Property Owners

Gregg Schenker,
Chairman
ABS Partners Real Estate,
LLC

Farrell Virga,
Vice Chairman
Meringoff Properties

James Buslik,
Treasurer
Adams & Company
Real Estate

Nicholas Athanail
The Stanford
Condominium

Laurie Burns
Rudin Management I
Forty One Madison

Michael Cohen I Andrew
Roos
Colliers International

Thomas Cook
ATCO Properties &
Management, Inc.

Jim Dill
Housing & Services, Inc.

Gail Duke
New York Life Insurance
Co.

Grant Greenspan I
Michael Kaufman
Kaufman Organization

Paul Januszewski
Rockrose Development
Corp.

Jane Gural Senders
Newmark Grubb Knight
Frank

Jed Walentas I Daniel
Conlon
Two Trees Management Co.

Peter Weiss
Walter & Samuels, Inc.

Andrew Zabler I Meredith
Morgan
The NoMad Hotel

Class B

Commercial Tenants

Frederick Locker,
Secretary
Locker Greenberg &
Brainin, LLP

Lois Eida
Lois Lane Travel

Peter Garabedian I Paul
Sleven
Macmillan

John Petterson
Tiffany & Co.

Jake Schwartz
General Assembly

Alexandra Valdes-Fauli
Shake Shack

Class C

Residential Tenants

Joseph B. Rose

Class D

Public Representatives

Honorable Bill de Blasio
Mayor of the City
of New York
(represented by Gregg
Bishop, Commissioner,
NYC Dept. of Small
Business Services)

Honorable
Scott M. Stringer
New York City
Comptroller

Honorable Gale A. Brewer
Manhattan Borough
President

Honorable Melissa
Mark-Viverito
Speaker of the New York
City Council

Class E

Community Boards and Nonprofit Organizations

Community Board 4
Delores Rubin, Chair

Community Board 5
Vikki Barbero, Chair

Community Board 6
Richard Eggers, Chair

Baruch College
Katharine Cobb

Executive Staff

Jennifer Brown
Executive Director

Sara Nordmann
Deputy Director

Scott Kimmins
Director of Operations

Julie Sophonpanich
Planning and Marketing
Manager

Kevin Wender
Program Assistant

Jane Kojima
Former Deputy
Director I Part-time
Communications and
Marketing

Sabrina McFarland
Part-time Staff Writer

awards, sponsors, and friends

2016 Annual Meeting Award Recipients Outstanding Service Award

Police Officer Jose Bueno

Chairman's Award

Macmillan

Partnership Award

NYC Dept. of Small Business Services

Sponsors

\$20,000+

Colliers International
Meringoff Properties
Tiffany & Co.

\$10,000+

ABS Partners Real Estate, LLC
Grey Group
Newmark Grubb Knight Frank
TF Cornerstone
Touro College I NYCSCAS
Unique Threading Salon

\$5,000+

Con Edison
Housing & Services, Inc.
Macmillan
Madison Green
New York Life Insurance Co.
The NoMad Hotel
Pan Am Equities
Wilhelmina Models

\$1,000+

225 Fifth Avenue Condominium
Buchbinder & Warren
Coughlin Insurance Services
Hanky Panky
Masonic Hall & Home
The New York EDITION
Nicholas Athanail, Corcoran Group Real
Estate
NYC Economic Development
Corporation
The Stanford Condominium
Swann Auction Galleries
Two Trees Management Co.
Walter & Samuels, Inc.
Windsor Management Corp.
Yoga Shanti

Greening the District Sponsors

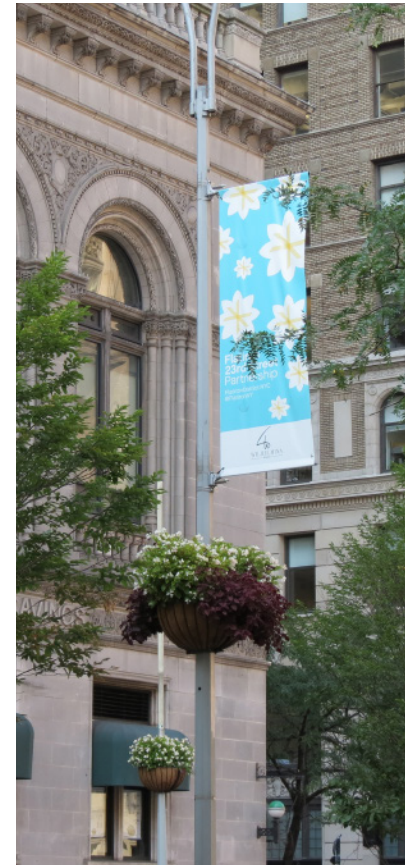
225 Fifth Avenue Condominium
Con Edison
Meringoff Properties
The NoMad Hotel
Tiffany & Co.
Touro College I NYCSCAS

Friends of the Flatiron/23rd Street Partnership

Athleta Flatiron
Asellina
The Center for Book Arts
Gansevoort Park Avenue
Madura
Park South Hotel

Credits

Design
Pentagram



Contact us

27 West 24th Street, Suite 800B
New York, NY 10010

T 212.741.2323

F 212.741.2324

E info@flatironbid.org

W FlatironDistrict.NYC

Follow us

FlatironDistrict.NYC/facebook

Twitter [@FlatironNY](https://twitter.com/FlatironNY)

Instagram [@FlatironNY](https://www.instagram.com/FlatironNY)

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.