

2017
annual
report

flatiron
forward



Flatiron
23rd Street
Partnership

flatiron is always thinking ahead

It's growing; it's diversifying; it's moving forward.

And so are we. In this 11th year since our formation, the Flatiron/23rd Street Partnership Business Improvement District (BID) is looking ahead. Last year, we chronicled all of the accomplishments of our first decade and how far the neighborhood has come. This year, we decided to pose the questions: *What's next? What's in store for Flatiron?*

We've assembled some movers and shakers, individuals and industries that make Flatiron what it is today: a dynamic 24/7 neighborhood where commerce meets culture, where restaurants and retailers at all price points thrive, where start-ups put down roots, and where people from all walks of life converge for family, food, fun, fitness, and excitement.

This Annual Report also focuses on the important work of the BID over the past year. As an organization, the BID continues to be forward-thinking, providing new and enhanced programs and initiatives to meet the needs of a changing neighborhood. This past year there was much progress with public improvements, including new energy efficient City Lights adorning parts of the district and an overhaul of the important intersection linking the North Flatiron Public Plaza to Madison Square Park and the rest of the neighborhood. Looking ahead, the Department of Transportation will test the first true Shared Street model in New York City this summer on Broadway between 24th and 25th Streets.

Enhanced programming was a key highlight of this past year, including the expansion of the BID's popular Summer Series on the Flatiron Public Plazas and the production of a cultural speaker series held in partnership with Rizzoli Bookstore. Additional service enhancements have been or will be made in the coming year to core programs as well, continuing the BID's path of increasing vital services to the neighborhood.

This year, as we look both back and forward, we reiterate the central reasons behind the success of the BID and the neighborhood at large—the inspiration, dedication, and ongoing efforts of so many property owners, businesses, residents, elected officials, and community organizations.

We are excited for the future of the neighborhood in partnership with all of you.

Sincerely,



Jennifer Brown
Executive Director

forward in retail



faith hope consolo
chairman, retail leasing, marketing
and sales division
douglas elliman real estate

Over the next decade, we expect the Flatiron District to become even more important for Manhattan. In terms of the brands, the attitude, and the people, this neighborhood is really influential for how the city matures.

With much more of our shopping moving online, physical retail is significantly focused on the experience, and that is only going to become more prominent as these trends deepen. Artificial intelligence and hands-free payment are also being implemented in every shopping sector, enhancing brick-and-mortar retail. Now is the time to create harmony in shopping and make it a seamless experience that can transport the shopper from online, to app-based, to storefront, and beyond.

What's most exciting in luxury retail, on the fashion end of the business, is seeing how the industry is being transformed as fashion shows merge quickly into ready-to-wear collections. What the critics see at the shows can be on the shelves almost immediately. That really brings a whole new level of vitality to an industry that is used to waiting half a year for what's new.

In terms of retail leasing, we're also working with "future players" to list specific exclusive properties online as available for branded pop-ups, and we've been pleasantly surprised by some of the unexpected designers who are interested in these spaces for a season.

"Fashionable Flatiron" has become one of New York's best shopping corridors. The combination of stores, with great restaurants and offices, has made Flatiron a place where the world's largest brands want to be. All of that speaks to the high caliber of residents and workers here and the importance of tastemakers. Retail real estate clients continue to be impressed by the mix of stores, and our teams are always highlighting the beautiful and classic architecture.

Computers are improving the real estate business, but deep information, personal contacts, and the ability to strike a better deal is what's keeping us humans in the game. We are the tastemakers, and technology is here to enhance our creativity and exposure to everyone in every corner of the world.

We are all part of an unpredictable shopping environment but there is a place for every retailer, every price point and every experience junkie; this is an exciting and profitable time for all.

forward in coworking



morris levy co-founder and ceo the yard

The Flatiron District has always been a highly creative neighborhood, but as the endeavors shift to encompass more innovative and entrepreneurial initiatives, I anticipate that Flatiron will be known more for its creative energy.

We've seen, and have helped grow, businesses in the wellness, technology, retail, restaurant, and hospitality industries that are increasing the richness of this neighborhood.

We're seeing more established small businesses gravitating to coworking spaces and hearing from our members that one reason they chose The Yard is that they are proud to bring their guests and clients into our spaces. In the past, the concept seemed to be more appealing to startups and freelancers, but many people are realizing the benefits of working with an inspiring, innovative community and paying less for a private office compared to leasing their own space.

There's a consistent, growing need for coworking and shared office spaces and a demand for reliable meeting spots across the city. We're developing more spaces to adapt to the desire for more work environments for a booming small business culture, while still meeting the needs of our current members.

Concurrently, coworking spaces are providing more perks and amenities to contribute to the success of members' endeavors and lessen the stress that comes along with growing a business. For instance, we partner with fitness and wellness centers within the surrounding neighborhood to offer yoga, massages, meditation, and wellness workshops in our spaces and classes near the workplace.

Since we've been providing modern office space for more than six years—including three in Flatiron—we've adjusted our offerings and improved our spaces based on member feedback.

We see many new entrants in the industry; the ones that will succeed will be those that diversify, whether it be in their aesthetic, core values, or amenities, or that they are attracting larger companies, startups, or established small businesses.

The community in Flatiron is very passionate about the significance of their work and the work of others. We see these built-in communities in coworking spaces like The Yard influencing how local businesses interact with one another. We hope that during the next 10 years, all businesses in this community become a more interconnected, engaged group that look to enrich the experience of being in this neighborhood, for residents, commuters, and visitors alike.

forward in wellness



leanne shear co-founder and president uplift

The Flatiron District has always been a hub for fitness and wellness, and I don't see that changing. I do see more interfacing and synergy among all of the businesses in Flatiron: wellness is the perfect overlap for all sorts of people and industries, and a great common denominator for pulling people together.

I'm seeing a huge expansion beyond fitness itself—fitness studios and wellness companies are doing so much more than that: they're really attempting to create a brand experience, centered in community. Everyone is trying their hand at becoming a movement, rather than encompassing just a class or a product.

Five years ago when we were creating and launching Uplift, I felt in my gut that this direction was where we needed to go. Back then, fitness studios and wellness companies provided one service or product (often very well at that!) but founders caught on that consumers were really hungry for, and seeking out, a holistic experience, especially one built in community. Social movements are now becoming the norm in the fitness/health/wellness sector.

Uplift has always proudly been at the forefront of the community-oriented approach to female empowerment; fitness was a means to bringing women in the door in the beginning, and we have evolved through our Female Society to empower women in all aspects of their lives.

We started simply, with our "Workout & Wine" classes, where people would take a class and then hang out as a group over snacks, sipping wine or tea. Our evolution has included daylong career events with sessions focusing on topics that women otherwise find hard to discuss and offer a safe space for doing so.

I'm so excited that this sector is female-led; there are so many female founders doing incredible and innovative things. I predict we will see more innovation on the fitness front and more specialization into niches like rowing, boxing, strength, and absolutely more community. There is plenty of spillover into the digital and social media realms, but I'm sensing more of what Uplift is doing—in person, experiential, holistic offerings from studios and brands alike. A movement towards collectives, as well.

I expect we will see continued collaboration among everyone to empower and help people, instead of merely being focused on the bottom line.

forward in design

jose alacreu
sales manager
porcelanosa

The Flatiron District is a classic neighborhood with a modern twist. The architectural product industry is extremely present, with numerous retail stores and design firms that call Flatiron home.

Nowadays, our clients are wanting larger format tiles and seamless materials. Our aesthetic lines up with the trend, as Porcelanosa manufactures large porcelain tiles for floors and walls, which allow for tight grout lines. We also have a proprietary material—Krion—which can be made “seamless”.

As we prepare for the future, Porcelanosa is investing in more eco-friendly materials as well as products adapted to the ever-changing standards and codes.

We are very excited that our industry is embracing porcelain facades. This is the wave of the future for bonded and ventilated exteriors. Porcelain is an eco-friendly, man-made material that does not wear like stone, concrete, or brick, and the advantages are limitless.

We predict that the future of our industry will involve higher-quality materials at a better value. We also see increased collaborative efforts. Porcelanosa has started, and would love to continue, to create partnerships with developers and owners to create a synergy of brands. Working together will significantly strengthen this sector.

As we look ahead, we only see the blossoming of this industry continuing to anchor the neighborhood.

Over the next 10 years, we expect to see more growth of retail stores, luxury hotels, and high-end residential communities mixed with a remodeling of the older world properties while maintaining the classic feel and look of the district.

forward in startups and technology



sarah tilton senior regional director, new york general assembly

The Flatiron District continues to be home to incredible New York City startup tech companies. What sets this neighborhood apart—compared to say, Sand Hill Road—is the mix of companies. Startups like Betterment, BuzzFeed, and VaynerMedia are based here, and so are creative advertising agencies, fashion designers, nonprofits, and restaurateurs.

Every company—regardless of industry—is in need of tech and digital, so our aim is to help prepare the talent that Flatiron-based businesses need to grow and succeed. I hope to see that continued growth in the Flatiron District in the future.

We're a global education company that trains individuals and corporations in the most in-demand 21st century skills, making them competitive in today's market and preparing them for the future. We started as a community for entrepreneurs that offered workshops and classes over six years ago, and evolved into a global community offering affordable and accessible education across data, design, tech, and business.

I think we'll see the growth of radical reskilling within corporations as they recognize the imperative for lifelong training for employees. Forbes reported that U.S. spending on corporate training had grown to over \$70 billion due to the demand for digital skills.¹ Forbes also reported that the most successful modern companies are those who spend more¹, meaning companies who invest in employees see a return on their investment.

In the next couple of decades, it will really become imperative for employers to invest in their staff and employees—especially as it relates to constant training and learning. Automation and the pace at which other technologies evolve are only going to increase from here, and companies need to look to new sources to keep their staff competitive.

The same goes for hiring. In the tech-startup sector, we'd love to see hiring managers and decision-makers continue to use non-traditional pools of tech talent and hire more diverse employees—whether that's diversity based in gender, background, ethnicity, or skillset.

Recently, the Mayor's Office announced new partnerships between the NYC Tech Talent Pipeline and new training programs, including an additional partnership with General Assembly. We'd love to see ongoing collaboration and commitment between employers and policymakers over the next decade.

¹Bersin, J. (2014, February 4). Spending on Corporate Training Soars: Employee Capabilities Now A Priority. *Forbes*.

forward in culinary



santiago gomez and santiago perez managing partners cosme

In the '80s, the trend was all about French and Italian cuisine in New York City. In 1993, Nobu launched a new trend involving Asian concepts, such as Japanese, Chinese, and Korean cuisines, that went on for the next 15 years. And now, we are seeing a new trend: a boom in Latin concepts like Mexican and Brazilian.

The key is to keep innovating and adjusting to what people are demanding. We've seen a rise in how people are conscious about what they eat, and that they want to be healthy. Mexican food has this misconception in the United States of not being healthy, so it's key to adapt and offer healthy options that are suitable for this new demand.

The culinary industry should be more flexible so that it can easily accommodate new concepts. We expect to see regional and new cuisines pop up. We want to see more chefs and restaurateurs succeed. It's a shame how many places close because of operational costs, or because rents keep rising here in New York City.

We chose the Flatiron District because it is incredibly accessible and has an alluring history and a steady base of customers in the people who live and work here, or regularly visit. Flatiron is already anchored by diverse restaurants; it's a neighborhood that people will continue to look to for innovative food options, from upscale to fast-casual, and we predict this trend will continue.

Looking ahead, as Flatiron continues to grow with new residential buildings and hotels, we expect to see more pedestrians traversing the area, not only those who work or live in the neighborhood, but those who view the neighborhood as a destination for upcoming food concepts.

We really think the Flatiron Partnership is doing a great job, making the neighborhood appealing to restaurateurs who are looking to be in the epicenter of food, art, and culture. The neighborhood is really the heart of New York City.

“The companies that choose to locate themselves in the neighborhood are some of the most creative and important in the world. They are shaping the future of technology, music, banking, advertising, and food.”

TODD SNYDER
FOUNDER
TODD SNYDER NY

“Flatiron continues to grow as a destination for a wide variety of health and wellness activities. We are thrilled to be part of such a blooming and enriched community of wellness professionals.”

SHANNON SWIFT
DIRECTOR OF OPERATIONS
ANYA

“Flatiron has been New York’s culinary epicenter the better part of a decade. We are now starting to see a heavy influence of specialized European cuisines.”

RORY MACDONALD
CHEF
PATISSERIE CHANSON

“We’re excited to see new chefs coming into the neighborhood, using Flatiron as a base from which to establish their own dreams.”

PAUL SCHLADER
CO-FOUNDER
BIRCH COFFEE

“I expect more professionals and companies—who want to be in the heart of the city’s tech sector—will see Flatiron as a place to put down roots and develop their business.”

BRANDON ATKINSON
CHIEF PEOPLE OFFICER
APPNEXUS

“From fast food to fine dining, the area is becoming a hub for foodies.”

DOMINIK STEIN
CO-FOUNDER AND CO-CEO
VERTS MEDITERRANEAN GRILL

“Coworking spaces are booming in Flatiron—all catering to specific needs and industries.”

BRITNEY MEDICH
MARKETING MANAGER
COALITION

“The sky is the limit, really. The recent makeover of the neighborhood has been remarkable and the influx of young professionals, tourists and those who have decided to make Flatiron their home have helped make it a vibrant shopping community.”

CHRIS FANGBORN
GENERAL MANAGER, SENIOR BUYER
RIZZOLI BOOKSTORE

“New Yorkers are looking for new experiences. It’s about the experience, not just the food.”

WILLIAM GARCIA
GENERAL MANAGER
WAGAMAMA

“Flatiron is an ideal location for coworking as the neighborhood is conveniently located at a cross-section of the city; it’s a fantastic place to entertain clients with numerous restaurants and cafes.”

BRADLEY STEPHENS
CO-FOUNDER
FUIGO

“Exponential growth in coworking is fueled by demand for flexible schedules and space.”

JULIE WALLIN
CREATIVE SPACE DIRECTOR
42WEST24

“It’s exciting to see how Flatiron is evolving to serve as the central hub of the startup ecosystem in the city by becoming a center for thriving innovation.”

REZA F. CHOWDHURY
FOUNDER AND CEO
ALLEYWATCH

“I see the future of the Flatiron health/wellness sector reaching vast amounts of people in the community and inspiring them to take on healthier lifestyles... More and more companies are taking action and providing clients with tools to benefit their well-being.”

AMY LING LIN
FOUNDER
SUNDAYS

▶ clean streets



Rain or shine, the BID's Clean Team, contracted through Streetplus (formerly named Atlantic Maintenance), works tirelessly to keep the Flatiron District beautiful and clean. Over the years, the Clean Team has expanded to meet the changing needs of the neighborhood, and as the residential and office populations continue to grow, the Clean Team remains as important as ever in ensuring the success of a vibrant and dynamic district.

The Clean Team works throughout the neighborhood and on the Public Plazas all year. The district is serviced from 7:00 a.m. to 7:00 p.m. year-round, with service hours extended from 6:00 a.m. until 9:00 p.m. for the spring and summer months. A specialized maintenance worker is deployed five days a week to paint fixtures, remove graffiti, and handle special projects. Additionally, there is one team member dedicated to keeping the Flatiron Public Plazas pristine each weekday.

When winter weather hits, the Clean Team fights the conditions by keeping crosswalks and pathways on the Flatiron Public Plazas clear of ice and snow. Over the course of the winter, the Clean Team dispersed 90 bags, or 4,500 pounds, of snow melt.

In the first ten months of FY17, the Clean Team collected more than 167,400 bags of trash and removed 98 incidents of graffiti. The Clean Team also power-washed, painted, or scraped more than 23,950 fixtures, such as trash receptacles, tree pit guards, bus stops, benches, traffic signals, news boxes, fire hydrants, and mailboxes. In addition, the Clean Team is out early in the mornings on the Flatiron Public Plazas setting up the BID's tables and chairs.

The Clean Team's dedication to the neighborhood is noticed and appreciated. Of the respondents to the 2016 Annual Community Survey, 92.2% indicated that the Clean Streets program was "very important", while 87.9% rated the Clean Team's impact on the district as "good" or "excellent," and 64.2% of survey respondents said that the BID is cleaner than most Manhattan neighborhoods.

▶ public safety



The BID's Public Safety Team, contracted through Allied Universal, serves as neighborhood ambassadors, distributing information and materials to visitors, local businesses, and property owners. Now in its tenth year, the Public Safety Team also executes the district's safety and quality-of-life initiatives.

The Public Safety Team is comprised of one part-time and seven full-time Public Safety Officers (PSOs) that serve the district year-round. The BID added an additional full-time PSO dedicated to the Flatiron Public Plazas year-round in FY17. Rain or shine, the PSOs patrol the neighborhood on weekdays from 9:00 a.m. to 7:00 p.m. and on weekends from 10:00 a.m. to 6:00 p.m.

The responsibilities of these uniformed ambassadors include monitoring and noting activities and conditions in the district. In the first ten months of FY17, the PSOs documented more than 20,374 issues. The most noted quality-of-life conditions recorded by team members were bicyclists riding on the sidewalk, smoking on the Flatiron Public Plazas, and panhandling and homelessness. The PSOs also frequently assist visitors to the Flatiron District. In the first ten months of FY17, the PSOs provided directions or other information to more than 10,400 individuals.

In FY17, the BID completed its pilot of NYPD's Paid Detail program at targeted locations along Broadway in the northern part of the district. The program reported positive results and received encouraging feedback from businesses and property owners in the area.

The BID's Public Safety Program is consistently well-received by members of the public. In the 2016 Annual Community Survey, 85.6% of respondents rated the Public Safety Program as "very important", while 74.1% of respondents rated the impact of the program as "good" or "excellent."

▶ social services



In FY17, the BID renewed its now decade-long partnership with Urban Pathways to provide options for services, housing, and support for individuals living without shelter in the Flatiron District. Homelessness is a top concern across New York City and the BID continues to work closely with the 13th Precinct and Urban Pathways, as well as local stakeholders, to share information and maintain proactive, comprehensive outreach and placement efforts.

In the first ten months of FY17, Urban Pathways engaged with more than 453 individuals by deploying a team of two outreach workers during five weekly shifts, including late-night and early-morning shifts. Shift hours, including overnights, vary based on trends, conditions, time of year, and neighborhood needs. This year, Urban Pathways enhanced its data reporting by including new assessment criteria of its clients to further fine-tune its services.



public improvements

Established in 2008, the BID's Public Improvement Program advances revitalization, beautification, and quality of life throughout the Flatiron District.

District Streetscape & Beautification

The BID's hanging flower baskets can be spotted on 44 streetlamp poles in the district. This popular program will expand to 94 locations in FY18. The baskets boast white begonias, red coleus, and blue petunias in the warm months, and gold thread cypress when the weather cools.

Throughout the district, 180 tree pits are maintained and planted by the BID. Flatiron-branded tree guards protect flower beds and promote the health of the trees. The beds are planted seasonally with flowers and greenery best suited for the time of year. Watering & maintenance is performed by the BID's horticulture contractor, A. Bulfamante Landscaping.

On Park Avenue South, from 21st Street to 28th Street, the BID brings the median malls to life each season. Thousands of tulips bloom each spring. Summer flowers include dragon-wing-leafed begonias, red coleus, salvia, and rose-colored impatiens. Cabbage and kale fill the planters in fall, and gold thread cypress is added when temperatures drop.

In spring, the BID continued its partnership with NYCDOT to implement City Light, a distinctive lighting project. 50 new energy-efficient light poles were installed along 23rd Street and Broadway with five additional locations to be installed in the future. The new poles feature LED bulbs for greater illumination and a sleek design to blend into the environment. This project has been in planning for many years following grant funding provided to the BID from the New York City Council and the Manhattan Borough President's office. Each new fixture decreases maintenance costs and carbon footprints.

Public Plazas

The Flatiron Public Plazas, created out of temporary materials by the NYCDOT in 2008, are located at the heart of the neighborhood on Broadway between 21st and 24th Streets. It was announced in 2015 that these plazas, along with adjacent Worth Square, will become permanent public spaces. The northern plaza and Worth Square were resurfaced in spring of 2017 as a first step in the project. The resurfacing is part of NYCDOT's larger Flatiron Shared Street project designed to enhance pedestrian safety and circulation in and around the plazas and Madison Square Park.

The Flatiron Public Plazas feature 155 chairs, 88 tables, 8 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. The BID's information kiosk is stocked with brochures and the "Discover Flatiron" map. The plazas also host two concessions, Flatiron Green Café on the south, and illi BOX on the north.

There are 148 planters that bring vibrant colors to both plazas. A floral design of tulips, hyacinths, and daffodils were planted in spring, and hibiscus, petunias, geraniums, and lantana in summer. For a festive touch, planters in fall featured cabbage and kale, followed by holiday lights, pine cones, eucalyptus, blue star junipers and gold thread cypress in winter.

The Flatiron Public Plazas received an approval rating of 90.8% in the BID's 2016 Annual Community Survey.

Flatiron Free WiFi

In the first ten months of FY17, approximately 390,468 users connected to the BID's free public WiFi network, a 39% increase over the same timeframe in FY16.

Free WiFi is provided along 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.

This Park Avenue South Mall
is planted and maintained by
the Flatiron/23rd Street
Partnership with
generous support from

COLLIERS INTERNATIONAL



Flatiron
23rd Street
Partnership



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▶ programming and events

In FY17, the BID expanded its free summer programming on the Flatiron Public Plazas to eight weeks, beginning with a solstice event with the National Museum of Mathematics (MoMath). Each Tuesday, Tech Ed classes were offered in partnership with General Assembly, Baruch College, Thoughtmatter, Touro College, and Yext also participated. “Wellness Wednesday” classes were hosted by some of the area’s hottest studios, supported by Athleta Flatiron. Throwback Thursdays included games and experiences by The Peoples Improv Theater (The PIT), the Center for Book Arts, The Jazz Gallery, and TADA! Youth Theater.

Starting in July, the BID partnered with Rizzoli Bookstore for a lunchtime Intersections Speaker Series about New York City culture. Speakers included Pentagram’s Michael Bierut, Dino Borri of Eataly, and former NYCDOT Commissioner Janette Sadik-Khan.

The BID hosted an Intersections Speaker Series in September at ilili Restaurant. Members of NYPD’s counterterrorism program, SHIELD, provided training for active shooter situations.

In October, friends of the BID gathered for Celebrate Flatiron Partnerships, held at 230 FIFTH, to commemorate the BID’s 10th anniversary. Manhattan Borough President Gale A. Brewer offered celebratory remarks.

The 2016 Business Assistance Forum was held in October in partnership with Baruch College. Baruch College President Dr. Mitchel B. Wallerstein opened the event followed by keynote speaker, Sabrina Kizzie. Guests enjoyed workshops on digital media and branding, and breakfast provided by TD Bank.

In November, the BID was a “Neighborhood Champion” for Small Business Saturday, inspiring district businesses to offer in-store events or discounts to promote “shopping small.” To spread awareness, the BID attended the opening bell at NASDAQ MarketSite with Commissioner Gregg Bishop of the Department of Small Business Services and colleagues from around the city.

The holiday season ushered in the return of “23 Days of Flatiron Cheer”, and the unveiling of our 2016 holiday installation, both presented by the BID with generous support from Presenting Sponsor Meringoff Properties and Contributing Sponsors Grey Group and Macmillan.

The installation—*Flatiron Sky-Line* by LOT—won the third annual Flatiron Plaza Holiday Design Competition, organized in partnership with Van Alen Institute. The piece was a series of 10 contiguous arches, constructed of white steel tubes with LED lights. Hammocks suspended from the arches allowed visitors to relax and take in the architectural sights.

Following a launch event on November 21, the installation served as the backdrop for “23 Days of Flatiron Cheer”, including live plaza activations, a social media photo contest, holiday walking tours, happy hours at The Churchill Tavern and Rizzoli Bookstore, a solstice event with MoMath, and a food drive with over 20 participating district businesses.

In May, the BID and TD Bank collaborated on an Intersections Speakers Series on accessing capital for small businesses. Speakers included NYC Business Solutions Director Vivek Jayaraman and Steven Garibell, Vice President at TD Bank.

Every Sunday at 11:00 a.m., the BID sponsors a free, historic walking tour of the neighborhood. This 90 minute tour is led by professional guides. Since 2007, the tour has been taken by more than 6,100 people from over 60 countries.

In FY17, the International Downtown Association recognized the BID with awards for the annual “23 Days of Flatiron Cheer” and “Flatiron Summer Series”, calling the BID a “shining example of excellent downtown management delivering real value to the city.”

▶ marketing and communications

Social Media, Website, and Newsletter

Engaging with local office workers, residents, and business owners is as important as ever for the BID. FY17 continued to show the value in generating relevant social media content to connect with neighbors and showcase all that the district has to offer. Instagram remains the BID's most popular platform, surpassing 11,700 followers with a 49.3% increase since FY16. Twitter and Facebook both continue to see steady growth increasing by 16% and 18% respectively. The BID's social media is utilized to both listen to the community and share valuable information about day-to-day happenings in the district. The BID's Instagram posts and tweets are also featured on the FlatironDistrict.NYC homepage, adding dynamic content to the website each day.

FlatironDistrict.NYC remains the center of the BID's digital communication efforts and doubles as both a content hub and business owner portal. The "Newsroom" introduces visitors to new neighbors, while also hosting monthly roundups of hyperlocal news and timely retail and dining opportunities. "Flatiron Faces" and history pieces on the site offer a deep dive into the district, both past and present. The guide, events, and deals sections of the site help users locate businesses, plan an outing, and take advantage of special offers. These sections also allow business owners direct access to their listing on the BID site, along with the ability to add deals and events as they wish.

In the first ten months of FY17, the BID's website had more than 211,000 pageviews—a 57.8% increase over the same period in FY16. Articles on the BID's website populate the weekly e-newsletter, which is sent out on Wednesdays to a distribution list of nearly 10,000 interested individuals.

Print Materials & Sponsorship

The "Discover Flatiron Map" is updated twice a year to reflect the Flatiron District's continual retail growth and keep new business listings up-to-date. Other highlighted information includes the MTA subway map of Manhattan, local transit lines, Citi Bike docking stations, free WiFi provided by the BID, landmarks and

buildings of note, adjacent neighborhoods, and historic districts. Annually, 75,000 copies of the "Discover Flatiron Map" are printed and distributed. The printing of the Map is supported by local businesses through advertising sponsorships.

Along with the Map ads, the annual sponsorship program provides local businesses and property owners with high visibility branding opportunities as they support the BID's efforts. In addition to the "Discover Flatiron Map" ads, sponsorships include seasonal streetlamp banners, free public WiFi, districtwide beautification efforts, including the Park Avenue South Median Malls, and branded trash receptacles. The banner designs are updated seasonally and are recycled into tote bags for giveaways at BID events.

In FY17, rack cards were distributed at the BID's information kiosk on the Flatiron Public Plazas. Seasonal cards included an events calendar for the BID's Summer Series, as well as standalone cards for "Wellness Wednesdays." The BID also created print materials for the 2016 Holiday Program promoting events during "23 Days of Flatiron Cheer," in addition to a neighborhood-wide scavenger hunt card. Year-round, the BID distributes brochures promoting its free historic walking tour and "Connect with Us" cards with information on how to contact and follow the BID through various channels. Additional print materials include our "Welcome Packet" for new stakeholders, along with the "Important Phone Numbers" magnet, and a pocket reference guide for "At-A-Glance NYC Sanitation Regulations".





▶ neighborhood economic data and reporting

New businesses, residents, and office tenants continue to flock to the Flatiron District. The neighborhood's robust and sustained economic growth has set the stage for continued progress in the years ahead.

The neighborhood has built upon its high concentration of tenants from the technology, advertising, media, and information (TAMI) sectors by attracting an increasing number of coworking spaces and financial companies to the area. This has brought the Flatiron District's commercial vacancy rate to its lowest point in nearly a decade.

In October, the BID released its annual "Flatiron: Where Then Meets Now" economic data report, which showcased the significant development of the commercial and residential sectors in the area. Subtitled "Flatiron District: 10 Years of Growth," this report also explored the neighborhood's evolution since 2006, the year the BID was formed.

Quarterly, the BID publishes a "District Market Snapshot," which highlights recent real estate trends, businesses openings, lease signings, and commercial building transactions. The BID also publishes and distributes a monthly "Retail Opportunities Map", which showcases available ground-floor retail opportunities within the BID's boundaries, including broker contact information and square footage.

Since 2006, asking rents for rental units in the district have risen 13.2%, and developers have kept pace with increased demand by adding over 1,200 new rental and condominium units during this period. Friedland Properties' residential development at 7 West 21st was completed in late 2016, adding 288 new residential units. The large, mixed-use development includes 58 units of affordable housing and is now one of the largest residential buildings in the Flatiron District. Other residential developments under construction include Toll Brothers City Living's 133-unit condominium project at 121 East 22nd Street and The Continuum Company's 83-unit Madison Square Park Tower at 45 East 22nd Street.

The opening of new, ground-floor businesses over the past year highlights how the Flatiron District continues to attract a wide variety of businesses, with a varied mix of national chains and locally-owned independent businesses.

The Flatiron District's diverse culinary scene continued to flourish with the opening of many new, fast-casual restaurants throughout the district. These restaurants cited the district's growing residential community and the high number of millennials at nearby tech companies as two major reasons for moving into the neighborhood.

The number of gyms and fitness studios in the Flatiron District also showed consistent growth. The increasing proportion of fitness and wellness businesses is part of a multi-year trend, with a 15.8% increase in the number of gyms and studios in and around the district since 2014. Fitness and wellness businesses now account for 10.4% of all ground-floor businesses in the area.

Visitors to New York have an increasing number of hotel options in the neighborhood, with approximately 3,800 hotel rooms currently in and around the Flatiron District. There are nearly 1,100 rooms in development, including the new Freehand Hotel at the site of the former George Washington Hotel at 23 Lexington Avenue. Freehand is owned by Sydell Group, which ushered in the district's trendsetting NoMad Hotel.

statement of financial position

| | UNAUDITED April 2017 | AUDITED June 2016 | AUDITED June 2015 |
|--------------------------------|-------------------------|----------------------|----------------------|
| Assets | | | |
| Cash | \$1,601,239 | \$903,482 | \$826,771 |
| Prepaid assets and receivables | 113,565 | 28,734 | 22,299 |
| Investments | 998,590 | 1,399,860 | 1,400,000 |
| Security deposits | 11,587 | 11,587 | 11,587 |
| Total | \$2,724,981 | \$2,343,663 | \$2,260,657 |
| Liabilities/Net Assets | | | |
| Liabilities | \$478,299 | \$146,143 | \$169,155 |
| Net assets | 2,246,682 | 2,197,520 | 2,091,502 |
| Total | \$2,724,981 | \$2,343,663 | \$2,260,657 |

Summary of Financial Statements dated October 19, 2016, prepared by Skody Scot & Company, CPAs, PC. A copy of the complete audited financial statements is available upon request.

statement of activities

| | UNAUDITED April 2017 | AUDITED June 2016 | AUDITED June 2015 |
|-------------------------------|-------------------------|----------------------|----------------------|
| Support and Revenues | | | |
| Assessment revenue | \$1,833,333 | \$2,200,000 | \$2,200,000 |
| Contributions and other | 554,558 | 754,288 | 1,004,144 |
| Total | \$2,387,891 | \$2,954,288 | \$3,204,144 |
| Expenses | | | |
| Marketing | \$396,845 | \$484,786 | \$465,494 |
| Safety | 304,126 | 363,445 | 334,859 |
| Sanitation | 776,330 | 910,939 | 885,824 |
| Social services | 80,554 | 85,782 | 80,030 |
| Public improvements | 481,307 | 658,185 | 602,574 |
| Administration | 299,568 | 345,133 | 324,384 |
| Total | \$2,338,730 | \$2,848,270 | \$2,693,165 |
| Increase in net assets | \$49,161 | \$106,018 | \$510,979 |

April 2017 represents 10 months of operations.

▶ fiscal year 2018 approved budget

July 1, 2017–June 30, 2018

| | Admin | Marketing | Public Safety | Sanitation | Social Services | Public Improvements | FY18 Budget Total | FY17 Budget Total |
|----------------------------------|---------------------------|-----------------------------|-----------------------------|-------------------------------|----------------------------|-----------------------------|------------------------------|--------------------|
| Assessment Revenue | — | — | — | — | — | — | \$2,200,000 | \$2,200,000 |
| Contributions | — | \$250,000 | \$25,000 | \$5,000 | — | \$625,000 | 905,000 | 825,000 |
| Interest income | — | — | — | — | — | — | 5,000 | 5,000 |
| Total Revenue | | | | | | | \$3,110,000 | \$3,030,000 |
| Program Expenses | | | | | | | | |
| Personnel costs | | | | | | | | |
| Total salaries and payroll taxes | \$73,369 | \$181,996 | \$75,543 | \$66,854 | \$50,593 | \$192,115 | \$640,470 | \$587,798 |
| Health and other benefits | 7,522 | 14,341 | 5,067 | 4,419 | 4,407 | 17,513 | 53,269 | 61,663 |
| Total Personnel Costs | \$80,891 | \$196,337 | \$80,610 | \$71,273 | \$55,000 | \$209,628 | \$693,739 | \$649,461 |
| Direct Expenses | | | | | | | | |
| Outside contractors | \$5,000 | \$85,000 | \$400,000 | \$965,000 | \$120,000 | \$463,000 | \$2,038,000 | \$1,802,000 |
| Program equipment | — | — | 3,000 | 20,000 | — | 2,000 | 25,000 | 33,000 |
| Program supplies | — | 45,000 | — | 2,000 | 1,000 | 12,000 | 60,000 | 53,500 |
| Tree pits | — | — | — | — | — | 25,000 | 25,000 | 5,000 |
| Project expenses | — | 211,500 | — | — | 500 | 16,262 | 228,262 | 227,039 |
| Total Direct Expenses | \$5,000 | \$341,500 | \$403,000 | \$987,000 | \$121,500 | \$518,262 | \$2,376,262 | \$2,120,539 |
| Total Program Expenses | \$85,891 (2.8%) | \$537,837 (17.5%) | \$483,610 (15.8%) | \$1,058,273 (34.5%) | \$176,500 (5.7%) | \$727,890 (23.7%) | \$3,070,000 (100%) | \$2,770,000 |
| Total general operating | | | | | | | 255,000 | 250,000 |
| Total expenses | | | | | | | \$3,325,000 | \$3,020,000 |
| Contingency | | | | | | | 0 | 10,000 |
| Excess revenues over expenses | | | | | | | (215,000) | 0 |

▶ board of directors and staff

Class A

Property Owners

Gregg Schenker,
Chairman
ABS Partners Real Estate

James Buslik,
Treasurer
Adams & Company
Real Estate

Nicholas Athanail
The Stanford
Condominium

Laurie Burns
Rudin Management I
FortyOne 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
Company

Grant Greenspan I
Michael Kaufman
Kaufman Organization

Paul Januszewski
Rockrose Development
Corp.

Leslie Spira Lopez
Kew Management

Meredith Morgan
The NoMad Hotel

Jane Gural Senders
Newmark Holdings

Jason Vacker
Meringoff Properties, Inc.

Jed Walentas I
Daniel Conlon
Two Trees Management
Co., LLC

Kelly Zagrod
L&L Holding Company

Peter Weiss
Walter & Samuels, Inc.

Class B

Commercial Tenants

Frederick Locker,
Secretary
Locker Greenberg &
Brainin, LLP

Lois Eida
Lois Lane Travel

Bob Hayes
The Estee Lauder
Companies Inc.

Alec O'Doherty
Tiffany & Co.

Sarah Tilton
General Assembly

Alexandra Valdes-Fauli
Shake Shack

Andrew Weber I
Paul Steven
Macmillan

Class C

Residential Tenants

Joseph B. Rose
Residential tenant

Class D

Public Representatives

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

Honorable Scott M.
Stringer
Comptroller of the City
of New York

Honorable Gale Brewer
President of the Borough
of Manhattan

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

Class E

Community Boards and Non-Profit 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

Kurt Cavanaugh,
Deputy Director

Scott Kimmins,
Director of Operations

Megan Garcia,
Marketing & Community
Engagement Director

Kevin Wender,
Program Assistant

Jane Kojima,
Part-time Marketing &
Programming

Sabrina McFarland,
Part-time Staff Writer

▶ awards, sponsors, and friends

2017 Annual Meeting Award Recipients

Outstanding Service Award

Jose Martinez – Flatiron Clean Team
Pedro Nieto – Flatiron Clean Team
A. Bulfamante Landscaping, Inc.

Chairman's Award

Jane Gural Senders

Partnership Award

Rizzoli Bookstore

Sponsors

\$20,000+

Colliers International
Meringoff Properties, Inc.
Tiffany & Co.
Touro College/NYSCAS
Madison Equities (212 Fifth Avenue)

\$10,000+

ABS Partners Real Estate, LLC
Grey Group
Kaufman Organization
Newmark Holdings
The NoMad Hotel
Unique Threading Salon

\$5,000+

Con Edison
Housing & Services, Inc.
Macmillan
Madison Green
New York Life Insurance Company
Pan Am Equities
TF Cornerstone
Walter & Samuels, Inc.

\$1,000+

225 Fifth Avenue Condominium
Castro Properties
Citi Bike
Hanky Panky
Nicholas Athanail, Corcoran Group Real
Estate
Rockrose Development Corp.
The Stanford Condominium
Swann Auction Galleries
TD Bank
Two Trees Management Company, LLC
Windsor Management Corp.

Greening the District Sponsors

225 Fifth Avenue Condominium
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Meringoff Properties
Rockrose Development Corp.
Touro College / NYSCAS
Tiffany & Co.
The NoMad Hotel

Friends of the Flatiron/23rd Street Partnership

AKT Nomad
Athleta Flatiron
The Center for Book Arts
Gansevoort Park Avenue
Naturopathica

Credits

Design

Pentagram

Photographer

Stephanie Noritz



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.

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

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