



Flatiron's
Finest
Annual
Report
2014

Flatiron's Finest Annual Report 2014

Dynamic. Vibrant. Creative. Energetic. These are just some of the words used to characterize Flatiron in our recent 2013 Annual Community Survey. The words speak to the profound progress in the neighborhood over not just the last year, but the eight years since the Flatiron/23rd Street Partnership Business Improvement District (BID) was founded. The neighborhood of today is truly the epitome of a 21st-century place to live, work, learn, and play.

In this year's Annual Report, we focus on another word often used to describe Flatiron—delicious. Food is something that continues to define this district, and the area's culinary significance seems to be ever-growing. Flatiron's Finest Food in this report highlights a mere sampling of what's out there, in all varieties of cuisine, cost, and atmosphere. Our local restaurants signify major investment in the district by a diverse group of business owners, and serve us well as local hang-outs for residents and office workers alike, places to gather for business and pleasure, and, in many cases, destinations for travelers from around the globe. A huge shout-out not only to these amazing entrepreneurs, but to all of the hard-working men and women in the industry who provide outstanding service, creativity, and hospitality morning, noon, and night.

With respect to the business of the BID, FY14 witnessed new programming and new initiatives, alongside the continued success of core clean and safe programs. The BID completed an important multi-year effort to expand the tree pit guard and planting program, which now covers the entire district. The BID also welcomed two food kiosks on the Public Plazas—Flatiron Green Café opened in May 2013 on the South Plaza, and ilili Box opened in September 2013 on the North Plaza.

In FY14, the New York City Economic Development Corporation (NYCEDC) selected the BID as one of the winners of the Wireless Corridor Challenge, and the BID has been working with local property owners toward the implementation of a wireless network that will service the 23rd Street corridor and supplement the existing free WiFi in the Public Plazas. The network is expected to be fully operational in the summer of 2014.

The BID also launched a revamped website toward the end of this fiscal year, complete with more dynamic information about the neighborhood, its businesses, and the variety of events that take place on a daily basis.

The success of the BID would not be possible without the ongoing support from local stakeholders, including property owners, commercial businesses, residents, and educational and cultural institutions. And of course, the steadfast support of our elected officials and government partners. We are truly lucky to call this neighborhood home.

There are many more successes and initiatives to discuss, all of which can be found in the pages of this Annual Report. Looking toward FY15, the BID will enact the final phase of a three-year assessment increase, taking the assessment to \$2.2 million and allowing the BID to continue to enhance and expand its programming. In FY15 and the years to come, the BID will remain persistent in its efforts to ensure that the neighborhood continues to thrive.

See you in the district!



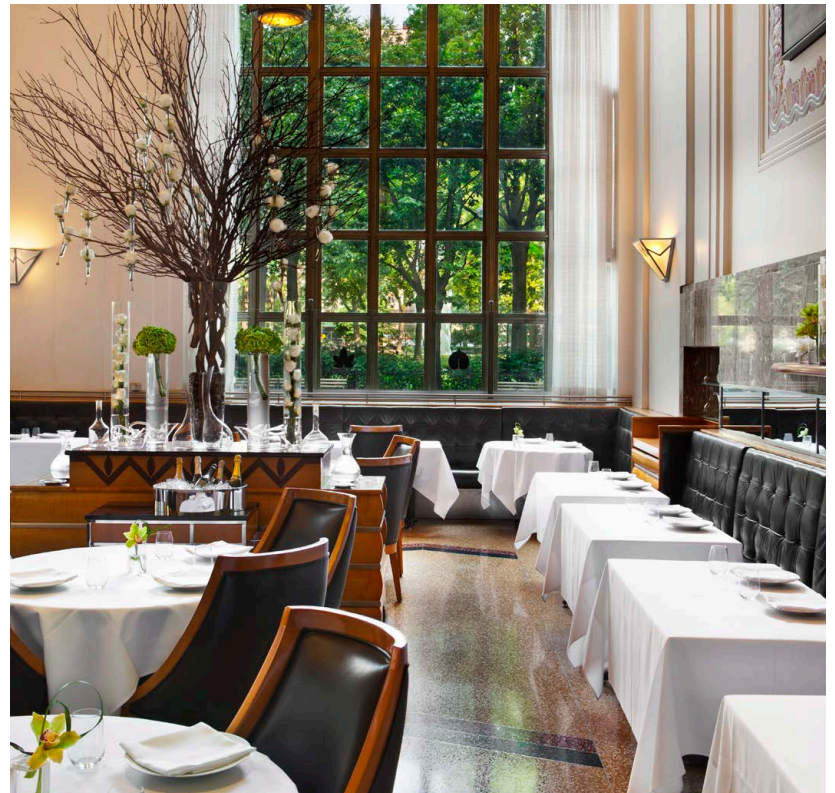
Jennifer Brown
Executive Director

Flatiron's Finest Food

Join us on a
visual feast
of some of the
most critically
acclaimed eats in
New York City,
all right around
the corner.



The NoMad Restaurant Best of New York 2013: Roast Chicken New York Magazine



Eleven Madison Park Ranked No. 4 in The World The World's 50 Best Restaurants



Num Pang Pulled Duroc Pork The Greatest Sandwich on Earth Edible Manhattan



ilili Box Pressed Chicken Sandwich New York City's 12 Must-Try Sandwiches Zagat



Greensquare Tavern Restaurants Changing the Way We Eat TEDx Manhattan

Staff Faves

Jennifer Brown
Executive Director

Favorite Appetizer

Warm Barbeque Potato Chips
Blue Smoke
116 East 27th Street
bluesmoke.com

Jane Kojima
Deputy Director

Favorite Carb

Warm Giant Pretzel
Flatiron Hall
38 West 26th Street
flatironhall.com

Scott Kimmins
Director of Operations

Favorite Breakfast

Corned Beef Hash, Scrambled
Eggs, Grits, and Potatoes
Eisenberg's Sandwich Shop
174 Fifth Avenue
eisenbergsnyc.com

Scott Lamkin
Program Manager

Favorite Lunch

KoFoo's Bulgogi Bop
Four Season's Café
67 West 23rd Street

Charlotte Laffler
Program Intern

Favorite Latte

Bee's Knees
Nice and Sweet Café
1 East 27th Street
willyouplaywith.us

Sabrina McFarland
Part-time Staff Writer

Favorite Cup of Tea

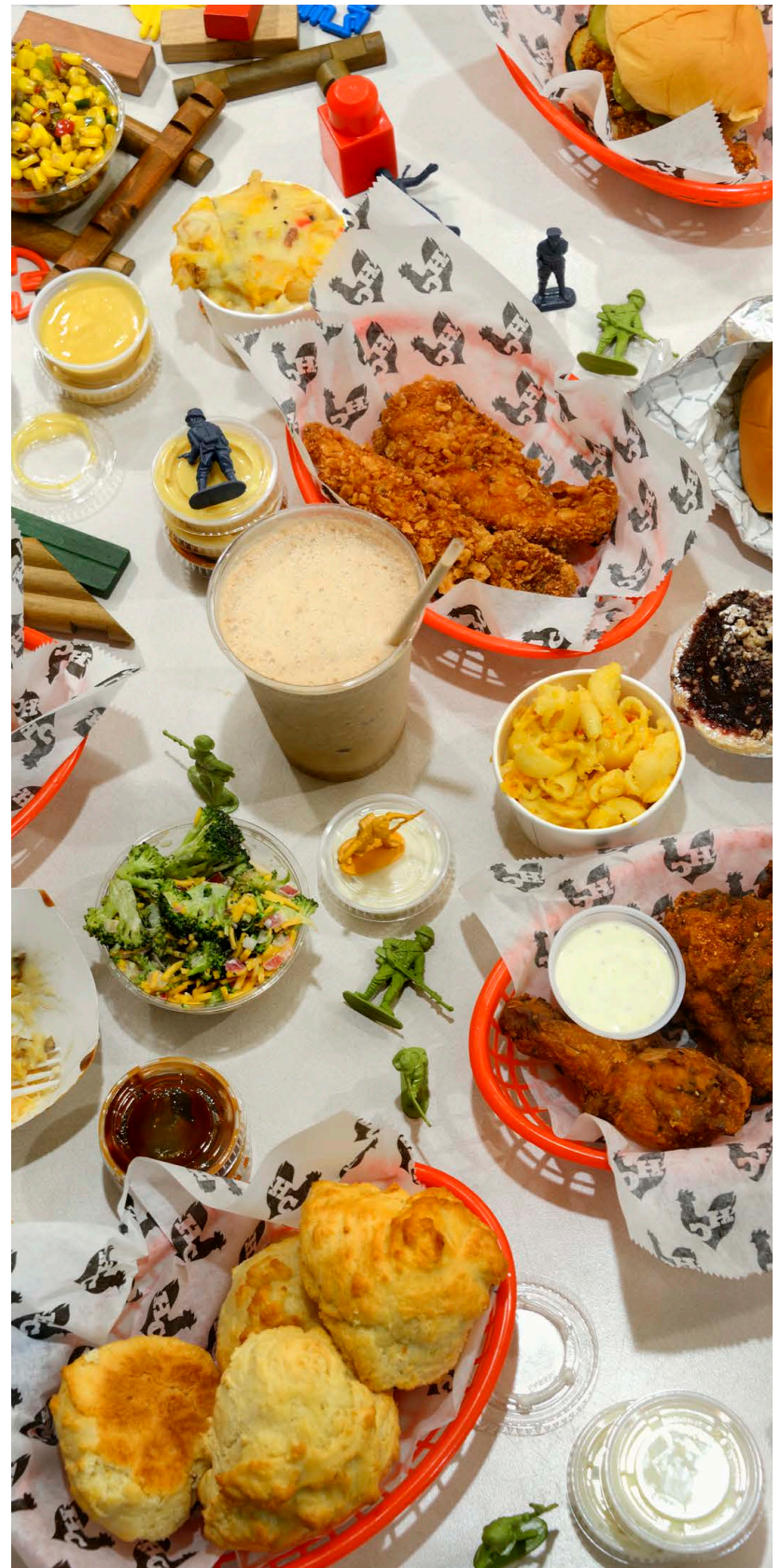
Carolina Honey
Argo Tea
949 Broadway
argotea.com



Hanjan The 10 Best Restaurants of 2013 The New York Times



Flatiron Hall NYC's Best Damn Happy Hour Spots Thrillist



Hill Country Chicken The Best Thing I Ever Ate: Fried Chicken Food Network



The Flatiron Room The 10 Best Whiskey Bars in NYC Thrillist



SD26 2013 Restaurant Award Winner Wine Spectator



Zero Otto Nove The 12 Best Pasta Dishes in NYC Gothamist



Maison Kayser Saint Honoré [Best Desserts in NYC 2013](#) Time Out New York



Birch Coffee Best Cold Brew Coffee [Gear Patrol](#)

More Top-notch Treats

Ginger Cookie

Toby's Estate Coffee
160 Fifth Avenue
tobysestate.com

Red Velvet or PB&J Cupcakes

Hill Country BBQ
30 West 26th Street
hillcountrynyc.com

Apple Crisp

Harding's NYC
32 East 21st Street
hardingsnyc.com

Stracciatella Gelato

Eataly
200 Fifth Avenue
eataly.com

Semla

FIKA Espresso Bar
407 Park Avenue South
fikanyc.com

Salted Caramel Tres Leches Cake

Dos Caminos
373 Park Avenue South
doscaminos.com

Chocolate Berries Greek Yogurt

Flatiron Green Café
South Public Plaza
flatirongreencafe.com



Juice Press NYC's 5 Best Juice Cleanses, Part II [CBS Local](#)



Shake Shack Best Milkshakes in NYC CBS New York



Café el Presidente New York's 30 Most Anticipated Spring/Summer Openings Eater



Almond 10 Best Mac and Cheeses in NYC Thrillist



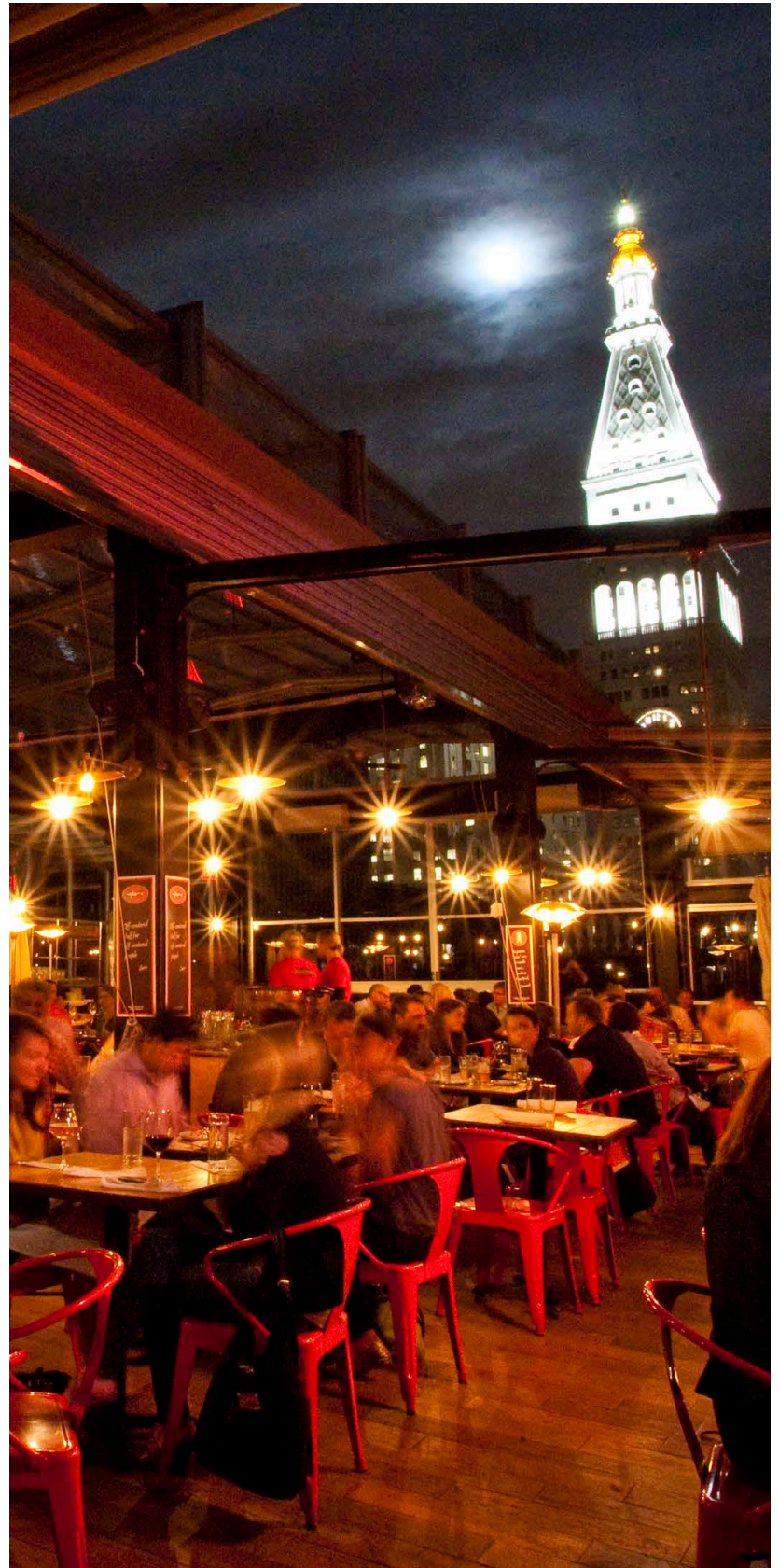
Sweetgreen Manhattan's Best Quick-service Salad Chain Serious Eats



Maysville Best of New York 2013: Best Grits New York Magazine



Raymi Best of New York 2013: Best Pisco Bar New York Magazine



La Birreria at Eataly NYC The 10 Best Rooftop Bars in NYC Gothamist

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Almond

10 Best Mac and Cheeses in NYC

Thrillist

12 East 22nd Street

almondnyc.com

photo courtesy of Almond

Birch Coffee

5 Best Cold Brew Coffees

Gear Patrol

21 East 27th Street

birchcoffee.com

photo by Martin Seck

La Birreria at Eataly NYC

The 10 Best Rooftop Bars in NYC

Gothamist

200 Fifth Avenue

eataly.com

photo by Virginia Rollison

Café el Presidente

New York's 30 Most Anticipated Spring/Summer Openings

Eater

30 West 24th Street

cafeelpresidente.com

photo by Martin Seck

Eleven Madison Park

Ranked No. 4 in The World

The World's 50 Best Restaurants

11 Madison Avenue

elevenmadisonpark.com

photo courtesy of

Eleven Madison Park

Flatiron Hall

NYC's Best Damn Happy Hour Spots

Thrillist

38 West 26th Street

flatironhall.com

photo by Martin Seck

The Flatiron Room

The 10 Best Whiskey Bars in NYC

Thrillist

37 West 26th Street

theflatironroom.com

photo by Martin Seck

Greensquare Tavern

Restaurants Changing

the Way We Eat

TEDx Manhattan

5 West 21st Street

greensquaretavern.com

photo by Martin Seck

Hanjan

The 10 Best Restaurants of 2013

The New York Times

36 West 26th Street

hanjan26.com

photo courtesy of Hanjan

Hill Country Chicken

The Best Thing I Ever Ate:

Fried Chicken

Food Network

1123 Broadway

hillcountrychicken.com

photo by Martin Seck

ilili Box

New York City's 12

Must-Try Sandwiches

Zagat

North Public Plaza

24th Street and Broadway

ililibox.com

photo courtesy of ilili Box

Juice Press

NYC's 5 Best Juice Cleanses, Part II

CBS Local

1 West 22nd Street

juicegeneration.com

photo by Martin Seck

Maison Kayser

Best Desserts in New York City 2013,

Tarts, Chocolates and More:

Saint Honoré pastry

Time Out New York

921 Broadway

maison-kayser-usa.com

photo courtesy of Maison Kayser

Maysville

Best of New York 2013: Best Grits

New York Magazine

17 West 26th Street

maysvillenyc.com

photo by Martin Seck

The NoMad Restaurant

Best of New York 2013:

Best Roast Chicken

New York Magazine

1170 Broadway

thenomadhotel.com

photo courtesy of

The Nomad Restaurant

Num Pang

The Greatest Sandwich on Earth

Edible Manhattan

numpangnyc.com

1129 Broadway

photo by Martin Seck

Raymi

Best of New York 2013:

Best Pisco Bar

New York Magazine

43 West 24th Street

rayminyc.com

photo courtesy of Raymi

SD26

2013 Restaurant Award Winner

Wine Spectator

19 East 26th Street

sd26ny.com

photo by Luca Vignelli

Shake Shack

Best Milkshakes in NYC

CBS New York

Madison Square Park

shakeshack.com

photo by Greg Waters

Sweetgreen

Manhattan's Best Quick-service

Salad Chain

Serious Eats

1164 Broadway

sweetgreen.com

photo courtesy of Sweetgreen

Zero Otto Nove

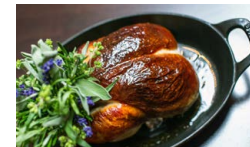
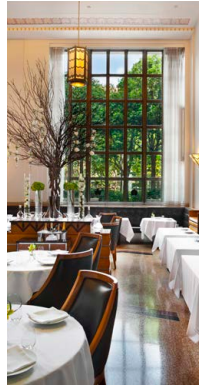
The 12 Best Pasta Dishes in NYC

Gothamist

15 West 21st Street

089nyc.roberto089.com

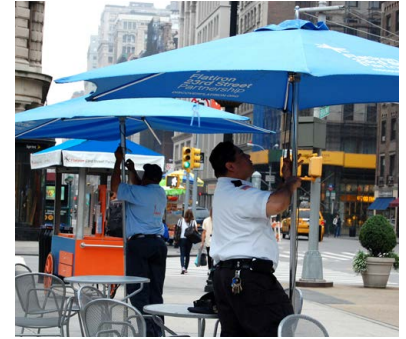
photo by Martin Seck



Flatiron's Finest Feats

A yearly roundup
of our programs,
facts, and figures.

Public Safety



Now in its seventh year, the BID's Public Safety Team has continued to be the eyes and ears of the district by tackling important safety and quality of life issues, as well as serving as neighborhood ambassadors.

Contracted through ABM Security Services, the BID's Public Safety Team is comprised of six full-time and one part-time year-round Public Safety Officers (PSOs), and one full-time seasonal PSO dedicated to the Public Plazas. The PSOs patrol the neighborhood, rain or shine, weekdays from 9:00 a.m. to 7:00 p.m. and 10:00 a.m. to 6:00 p.m. on weekends.

The duties of these uniformed ambassadors include distributing vital BID information to local property owners and businesses, monitoring activities and conditions within the district, and assisting tourists with directions.

In the first ten months of FY14, the PSOs documented 4,200 unique incidents including graffiti, cyclists riding on sidewalks and panhandling. PSOs also offered directions and other information to 13,000 visitors to the area. The most common conditions addressed by the team were illegally placed stickers or flyers, cyclists on sidewalks and smoking on the Public Plazas.

Nearly 83% of the respondents to the 2013 Annual Community Survey rated the Public Safety Program as "good" or "excellent." When asked to rank the importance of BID programs in the 2013 survey, 88.8% of respondents ranked Public Safety as "very important"—the highest percentage of all BID programs.

Marketing and Communications



Newsletter, Website and Social Media

In FY14, the BID continued to see growth in the readership of its weekly electronic newsletter, "The Intersection." With a distribution list approaching 11,000 subscribers, the BID promoted and welcomed new neighbors including 1200 Miles, Juice Press, Sweetgreen, Bo's and Flatiron Hall. Other original content included "Flatiron Faces" featuring Q&A with neighborhood notables and "Discover Flatiron" pieces highlighting local history.

Social media grew by leaps and bounds in FY14 with Twitter and Instagram leading the way for the BID's online presence. First utilized by the BID in December 2012, the BID's Instagram account grew 492% from April 2013 to April 2014. During that same time period, the BID's Twitter following grew by 72%. To encourage traffic to the BID's social media accounts, the BID's handle @FlatironNY is now prominently displayed on print materials and streetlamp banners throughout the district.

At the end of FY13, the BID issued a request for proposals for the redesign of its website discoverflatiron.org. After an exhaustive search, Flatiron-based RDA International was the selected vendor for the project. The goal for the redesign was a dynamic site to better engage the local business community through self-managed listings and event postings, as well as a user-friendly experience. The redesigned discoverflatiron.org launched in late May 2014.

Print Materials and Sponsorship

Annually, the BID releases its "Discover Flatiron Map" which includes information about the ground-floor retail businesses, notable landmarks and transit options. For the FY14 map, the BID included the locations of Citi Bike docking stations within the district. Printing of the map is supported by advertisements from local businesses.

In addition to map ads, the BID also seeks sponsorship for other program areas and streetscape elements. Branding opportunities are offered on streetlamp banners and trash receptacles. Streetlamp banners throughout the district feature four seasonal designs, and upon removal, are made into tote bags for distribution at BID events. The BID's beautification efforts are supported through greening sponsorships, as well.

In FY14, rack cards were printed to promote the free historic walking tour, the event calendar for "23 Days of Flatiron Cheer" and the BID's social media. Additionally, a self-guided historic walking tour brochure is available at the BID's information cart on the Public Plaza.



Programming and Events



The BID continued its partnership with General Assembly, the urban campus for technology, design and entrepreneurship, for a series of tech education classes on the South Public Plaza in July and August 2013. In September, the BID issued the third update to its district real estate snapshot, “Flatiron: Where Then Meets Now,” at a breakfast for the real estate community at Almond on East 22nd Street.

Later in September, and in advance of enrollment for the Affordable Care Act, the BID worked with the Office of Citywide Health Insurance Access on a Fall Speaker Series. The breakfast event was held at TD Bank.

In October, approximately 200 neighbors, stakeholders and friends of the BID turned out for a rooftop cocktail reception at 230 FIFTH. Attendees were encouraged to share images of the evening on Instagram and Twitter. A large screen above the bar showed Instagram photos of the event in real-time via the evening’s hashtag #CelebrateFlatiron.

Calendar-year 2013 finished with the return of “23 Days of Flatiron Cheer” along with the giant 3-D pop-up greeting card on the North Public Plaza. The BID launched into the holiday shopping season with a press event with the Department of Consumer Affairs featuring consumer shopping tips and remarks from BID retailers Eataly and Marimekko.

The “23 Days of Flatiron Cheer” began with an evening launch event featuring remarks from Danny Meyer from program partner Union Square Hospitality Group and Stephen Meringoff from presenting sponsor Meringoff Properties. The event was memorable, featuring festive carolers, a performance from the New York Theatre Ballet, a prize wheel of premium Flatiron giveaways, hot chocolate from Shake Shack, and an announcement from contributing sponsor Macmillan of a donation of 5,000 books to children in need across the five boroughs through a partnership with First Book.



The BID added an additional day of programming to the “23 Days of Flatiron Cheer” by offering a special prize wheel in honor of “Small Business Saturday.” New holiday partners in 2013 included the Toy Industry Association and Shake Shack, along with repeat collaborations from Blue Smoke, Jazz Standard and Peoples Improv Theater. Presenting sponsors of the “23 Days of Flatiron Cheer” were Tiffany & Co. and Meringoff Properties, with additional support from Grey Group and Macmillan. Throughout “23 Days of Flatiron Cheer,” event attendees were encouraged to share photos of the holiday events and greeting card on Instagram and Twitter.

In March, the BID’s Speaker Series was hosted by TD Bank and welcomed newly elected Council Member Corey Johnson, serving the 3rd Council District and as the Chair of the Committee on Health. Also in March, the BID in partnership with Baruch College convened “Moving Beyond Today: A Road Map

Forward,” a business assistance forum and networking breakfast. Council Member Robert E. Cornegy, Jr., Chair of the Committee on Small Business, addressed attendees, and resource tables were available from the NYC Department of Small Business Services—Business Solutions, Office of Citywide Health Insurance Access, NYC Department of Consumer Affairs, NYC Business Acceleration, and Baruch’s Continuing and Professional Studies Program. Four workshops were taught concurrently, and the Field Center for Entrepreneurship offered a demonstration on 3-D printing technology. In May, the BID held a Speaker Series on district safety and security at TD Bank with Deputy Inspector David Ehrenberg from the 13th Precinct.

The BID continues to offer a weekly historic walking tour of the Flatiron District. The 90-minute tour begins on Sunday at 11:00 a.m., rain or shine, and is led by professional tour guides. To date, over 4,500 people representing 53 countries have taken this free tour.

Neighborhood Economic Data and Reporting

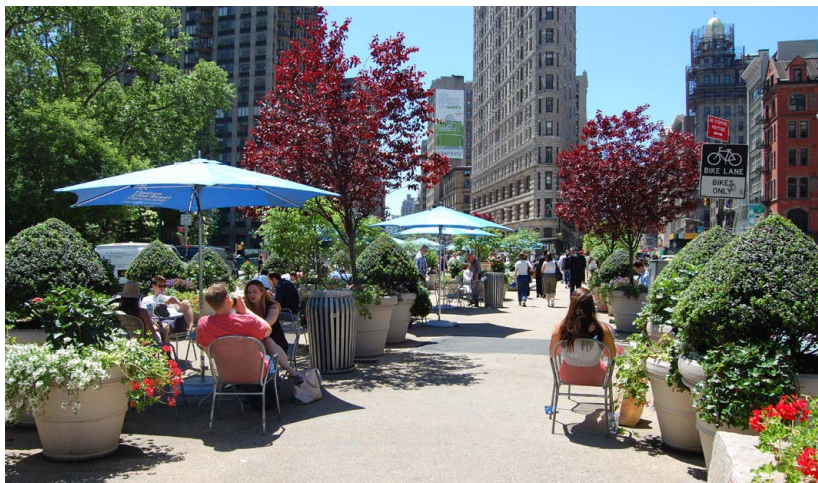
Though the exact tipping point for the Flatiron District is difficult to identify, it is fair to say that the area has secured its place as one of the most notable and desirable locations in all of New York City. The area's physical transformation continues to bring an influx of development, tenants and residents, making it a 24/7 mixed-use community.

At all times of day, the district is full of life. Creative, educated and tech-savvy office tenants populate the neighborhood and its restaurants, bars and public spaces by day; while creative, educated and tech-savvy residents, many with families, call the area home. Retailers also have noted the influx of people to the area, and their demand for space continues to keep the retail vacancy rate in the single digits.

Residential development continues at all corners of the BID. In FY14, notable movements in the residential market included the re-launch of sales at One Madison by Related Companies, as well as the launch of sales at 10 Madison Square West. The Witkoff Group reports that after nine months of sales, 119 of 125 units at 10 Madison Square West are in contract.

Noteworthy transactions for commercial buildings included Extell Development's acquisition of Frank Ring's 13-building portfolio, a number of which are located within the BID boundaries. New commercial tenants continue to flock to the area, ranging from large corporations such as Sony Corp., which took 525,000 square feet at 11 Madison, to freelancers and small companies that take up residence at one of the BID's eleven coworking spaces like NeueHouse, In Good Company and WeWork.

In September of FY14, the BID released an update to its real estate snapshot, "Flatiron: Where Then Meets Now;" this annual report takes a comprehensive look at the neighborhood from the ground up—retail, commercial and residential. Monthly, the BID publishes and distributes a "Retail Opportunities Map," showcasing available ground-floor retail opportunities within the BID boundaries, complete with broker contact information and square footage. Semi-annually, the BID publishes the "District Market Snapshot," which provides a summary of notable real estate transactions, lease signings, new business openings, and area trends.



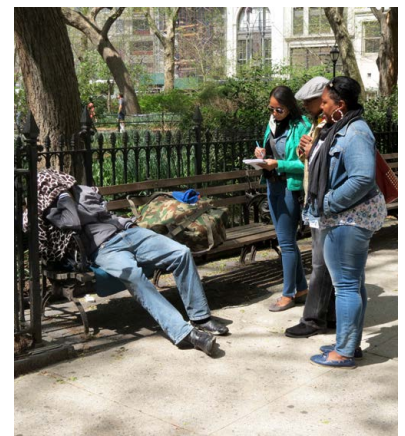
Social Services



In the 2013 Annual Community Survey, respondents cited homelessness as one of the most important issues facing the district. In partnership with Urban Pathways, a nonprofit human services agency, the BID provides a two-person team of social workers who conduct patrols to assess the needs of individuals in the district who are living without shelter.

For the 10-month period through April 2014, the outreach team engaged over 450 men and women in the district. During that period, 25 individuals were referred to and placed in temporary housing, safe havens, treatment programs, and permanent housing.

The BID is a founding member of the East Side Alliance, a group of community organizations, law enforcement and area methadone clinics working together on quality of life issues related to the clinics that impact their surrounding neighborhoods. During FY14, the BID continued to work with the New York Police Department's 13th Precinct and area methadone clinics to share information on conditions and address any concerns within the area.



Public Improvements

Established in 2008, the BID's Public Improvement Program has advanced the nonstop revitalization of the area's physical and environmental aesthetic through the ongoing management and maintenance of the Public Plazas and a variety of projects throughout the district.

Wireless Corridor Challenge

In August 2013, the BID was selected as one of five organizations to receive funding from NYCEDC's Wireless Corridor Challenge to expand free WiFi coverage in ten commercial corridors throughout the city. The BID was awarded a grant in the amount of \$137,800 for the three-year project term. The BID also has committed \$150,000 of its own money to implement the network along the length of 23rd Street from Third Avenue to Sixth Avenue. The Wireless Corridor Challenge builds upon the BID's existing WiFi network in the Public Plazas, which has been offered as a free amenity since 2011. This larger WiFi network further establishes the Flatiron District as a major tech hub and is a fantastic feature for all who live, work, and visit the neighborhood.

Tree Pit Expansion

In FY14, the BID completed its multi-year tree pit expansion program and assumed responsibility for 43 additional tree pits. As part of this process, the sizes of the tree pits were increased to benefit tree health, custom BID tree guards were added for protection, and seasonal plantings and watering are provided year-round. The total number of tree pits planted and maintained by the BID is now 156—that's almost every tree pit in the Flatiron District! Each tree pit features seasonal plantings of pansies in the spring, dragon wing-leafed begonias in the summer, and cabbage and kale in the fall and winter. The BID began revitalizing the tree pits in 2009 using a phased approach.

The Public Plazas

Located on Broadway between 21st and 24th Streets, the four public spaces created by the New York City Department of Transportation (NYC DOT) have been maintained by the BID since 2008. Public Plaza amenities include an information cart with the BID's Flatiron District maps, 225 chairs, 87 tables, 8 benches, 28 granite blocks, 24 BID-logo umbrellas, and 148 planters. The stunning plantings change seasonally with a blend of leafy green and purple cabbage and kale for the fall and winter; daffodils, pansies, tulips and hyacinths for spring; and hibiscus, petunias and geraniums for summer. Consistently a popular destination, the Public Plazas received a 91.2% approval rating from respondents to the BID's 2013 Annual Community Survey.

After years of requests for a food amenity in the Public Plazas, food has arrived! FY14 saw the introduction of not one, but two food kiosks in the Public Plazas—Flatiron Green Café in the South Plaza and Ilii Box in the North Plaza. Flatiron Green Café serves wraps, panini sandwiches and salads to accompany its coffee, smoothie and yogurt offerings, along with other treats. Ilii Box is an extension of the popular Mediterranean restaurant, Ilii, located at Fifth Avenue and 27th Street, and offers Phoenician fries, Brussels sprouts and a variety of sandwiches.

The BID purchased three BigBelly Solar trash compacting and recycling units to more effectively manage garbage on the Public Plazas. For each unit, there is a solar-powered trash compactor and two recycling collectors. These units provide greater capacity and energy efficiency, and give people in the Public Plazas the opportunity to recycle—something that is important for all New Yorkers.



Following on the success of Will Ryman's Bird sculpture on the North Plaza, Alexandre Arrechea's Metropolitan Life Insurance Building was displayed on the South Plaza by the NYC DOT Urban Art Program from June to August 2013. In April 2014, NYC DOT, as part of the Fabergé Big Egg Hunt, brought six egg sculptures to the North and South Plazas. The installation was part of a citywide egg hunt for over 260 eggs.

Additional Beautification and Streetscape

Other FY14 BID green initiatives included the plantings of the Park Avenue South median malls and 39 hanging baskets throughout the district. Each year in late April,

thousands of pink tulips bloom in the Park Avenue South median malls, stretching from 21st to 28th streets; in late spring, red coleus and white petunias decorate the hanging baskets. Also to date, 47 trees have been planted in the Flatiron District through the MillionTreesNYC initiative. Through NYC DOT's CityBench program, a total of seven CityBenches were added throughout the district in FY14 to provide stylish seating in high-traffic areas. For bike riders, the BID has added 48 bike racks to the district to date through NYC DOT's CityRacks program.

Clean Streets

The Clean Streets Program is the BID's largest—and first—program, and its importance continues to be evident throughout the neighborhood. The BID's Clean Team, contracted through Atlantic Maintenance Corporation, continues to meticulously clean, paint, polish, and maintain the district, with its growing population of businesses, residents, and visitors.

The Clean Team can be seen in full force throughout the district and on the Public Plazas all year—in all weather conditions. As a result of an expanded schedule in FY14, the district is now serviced from 7:00 a.m. to 7:00 p.m. year-round with longer hours provided for the Public Plazas during the spring and summer months. A specialized maintenance worker is now deployed four days per week during the 8-month period from mid-March through mid-November. New in FY14, during the 4-month period of late-November through early-March, one weekly shift was added for a specialized maintenance worker. The crew will log in over 40,000 hours of manpower during FY14.

During what was seemingly the worst winter on record, the Clean Team fought the elements and icy conditions with great determination. In keeping the crosswalks and Public Plaza pathways clear, the Clean Team used 2,875 pounds of ice melt.

In the first ten months of FY14, the crew collected more than 172,000 trash bags. Team members were also hard at work addressing graffiti, painting fixtures and power washing. Weekly, an overnight shift addressed larger areas of graffiti and power washing tasks, year-round. From July 2013 through April 2014, the crew addressed over 12,200 conditions ranging from scraping and painting lampposts and mailboxes to repairing trash cans and tree pit guards.

BID members continue to appreciate the importance of the Clean Team. In the 2013 Annual Community Survey, nearly 70% of respondents indicated that they were aware of the work done by the Clean Team, and 94.9% of those respondents rated the work of the crew as “good” or “excellent.” Nearly 60% of respondents said that the BID is cleaner than most neighborhoods in Manhattan. The Clean Team's ongoing efforts in Flatiron also were recognized in the first three quarters of FY14 with a consistent 100% acceptable rating by the Mayor's Office of Operations Scorecard, which ranks cleanliness and conditions of New York City neighborhood sidewalks and streets.



Flatiron's Finest Financials

Statement of Financial Position

	2013	2012
Assets		
Cash	\$353,038	\$696,044
Prepaid assets and receivables	32,397	97,462
Investments	1,199,984	699,699
Property and equipment	—	230
Security deposits and other	11,587	11,587
Total	\$1,597,006	\$1,505,022
Liabilities/Net Assets		
Liabilities	\$191,633	\$124,859
Net assets	1,405,373	1,380,163
Total	\$1,597,006	\$1,505,022

Statement of Activities

	2013	2012
Support of Revenues		
Assessment revenue	\$1,699,984	\$1,600,000
Contributions and other	664,481	449,320
Total	\$2,364,465	\$2,049,320
Expenses		
Marketing	\$403,064	\$342,989
Safety	318,635	278,153
Sanitation	746,506	707,541
Social services	67,149	62,102
Public improvements	531,953	395,932
Administration	271,948	256,172
Total	\$2,339,255	\$2,042,889
Increase in net assets	\$25,210	\$6,431

Summary of Financial Statements dated September 12, 2013, prepared by Skody Scot & Company CPAs PC. A copy of the complete audited financial statements is available upon request.

Fiscal Year 2015 Approved Budget

July 1, 2014–June 30, 2015

	Admin	Marketing	Public Safety	Sanitation	Social Services	Public Improvement	FY15 Budget Total	FY14 Budget Total
Assessment Revenue	—	—	—	—	—	—	\$2,200,000	\$2,000,000
Contributions	—	\$215,000	\$15,000	\$5,000	—	\$295,000	530,000	667,600
Interest income	—	—	—	—	—	—	5,000	5,000
Total Revenue							\$2,735,000	\$2,672,600
Program Expenses								
Personnel costs								
Total salaries and payroll taxes	\$88,255	\$150,088	\$67,144	\$67,187	\$17,619	\$162,619	\$552,910	\$493,696
Health and other benefits	13,466	19,896	5,030	5,031	1,941	21,543	66,909	47,904
Total Personnel Costs	\$101,721	\$169,984	\$72,174	\$72,218	\$19,560	\$184,162	\$619,819	\$541,600
Direct Expenses								
Outside contractors*	\$5,000	\$83,000	\$285,000	\$805,000	\$70,000	\$340,000	\$1,588,000	\$1,691,600
Program equipment	—	—	5,000	25,000	—	2,000	32,000	24,000
Program supplies	—	43,000	—	2,000	2,500	15,000	62,500	69,500
Tree pits	—	—	—	—	—	18,000	18,000	70,000
Project expenses	—	198,000	—	—	—	16,681	214,681	205,900
Total Direct Expenses	\$5,000	\$324,000	\$290,000	\$832,000	\$72,500	\$391,681	\$1,915,181	\$2,061,000
Total Program Expenses	\$106,721 (4.2%)	\$493,984 (19.5%)	\$362,174 (14.3%)	\$904,218 (35.7%)	\$92,060 (3.6%)	\$575,843 (22.7%)	\$2,535,000 (100%)	\$2,602,600
Total general operating							200,000	200,000
Total expenses							\$2,735,000	\$2,802,600
Contingency							0	0
Excess revenues over expenses							0	(130,000)
Total Projected Surplus as of 6/30/14								
		\$1,275,000						
Planned public improvement expenditures								
Operating reserve		(\$600,000)						
Current year excess revenues		—						
Available for future operations as of 6/30/15		\$675,000						

*NYCEDC Wireless Corridor Project: \$18,400 in revenue and \$62,000 in expenses for FY15— net \$43,600; compared to \$82,600 in revenue and \$132,800 in expenses for FY14— net \$50,200. Total revenue over three years is projected at \$137,800 and total BID expenses are projected at \$150,000.

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Lois Lane Travel

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(represented by NYC Department of
Small Business Services Commissioner
Maria Torres-Springer)

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Honorable Gale Brewer
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Honorable Melissa Mark-Viverito
New York City Council Speaker

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Community Board 5
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Jennifer Brown
Executive Director

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Scott Kimmins
Director of Operations

Scott Lamkin
Program Manager

Sabrina McFarland
Part-time Staff Writer

Charlotte Laffler
Program Intern

Awards, Sponsors, and Friends

2014 Annual Meeting

Award Recipients

Outstanding Service Award

Alexander George
Wilson Jimenez

Chairman's Award

James M. Dill

Partnership Award

TD Bank

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\$20,000+

Colliers International
Meringoff Properties
Tiffany & Co.

\$10,000+

ABS Partners Real Estate, LLC
CityMD
Newmark Grubb Knight Frank
Grey Group

\$5,000+

Con Edison
Housing & Services, Inc.
Macmillan
Madison Green Condominium
New York Life Insurance Company
The NoMad Hotel
Pan Am Equities
Swann Auction Galleries
Walter & Samuels, Inc.
Wilhelmina Models

\$1,000+

Buchbinder & Warren
Hanky Panky
Kiamie Princess Marion
Masonic Hall & Home
Natural Gourmet Institute
Nicholas Athanail, Corcoran Group
Real Estate
Surdna Foundation
Tekserve
TF Cornerstone
The Stanford Condominium
Two Trees Management Co.
Yoga Shanti

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Pentagram

Photographer

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.

Contact us

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

T 212.741.2323

F 212.741.2324

E info@flatironbid.org

W discoverflatiron.org

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