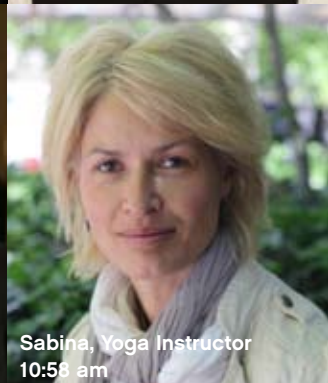




Ankur, Student
09:27 am

Ash, Barista
03:02 pm

Michael, Doorman
02:20 pm



Greg, Copywriter
03:37 pm

Hector, Superintendent
10:41 am

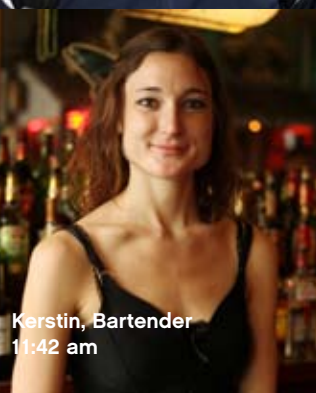
Sabina, Yoga Instructor
10:58 am



Shalanda, Student
09:18 am

Juan, Tailor
11:34 am

Frank, Facilities Manager
10:05 am



Kerstin, Bartender
11:42 am

Miguelito, Building
Maintenance
02:57 pm



The Faces of Flatiron
Annual Report
2010

The
Flatiron/
23rd
Street
Partnership
Annual
Report 2010



Welcome to our fourth annual report. As the Flatiron/23rd Street Partnership Business Improvement District presents the events, highlights and accomplishments of Fiscal Year 2010, we can look back on a particularly flourishing period.

From planting new flowers to staging new events, we continued to develop innovative ways in which to serve this neighborhood. A 92 percent approval rating in the latest Community Survey reflects the BID's ability to answer the needs of the district and its diverse mix of properties, businesses and residents.

This past fiscal year was marked by consistent success in the Partnership's core programs of Clean Streets and Public Safety, and the expansion of other efforts as part of our Public Improvement and Marketing programs. New hanging flower baskets and custom tree-pit guards and plantings were added to the BID's already successful beautification programs, and the Public Plaza planters and Park Avenue South malls continued to bloom with seasonal plantings. In FY10, the BID entered the world of Twitter, adding yet another tool to a

communications portfolio that includes our website, the monthly online newsletter and Facebook. Our Intersections series expanded over the past year. In addition to presenting significant speakers and forums relevant to new solutions for small businesses, we produced events focused on the colorful architectural and culinary legacy of this very special district.

As the neighborhood—a unique blend of the modern and the historic—keeps growing, it also attracts an ever-increasing flow of visitors. The Flatiron Public Plazas have become a destination for people from across the street as well as for those from across the world. The BID's highly successful free walking tours, which step out every Sunday year-round, also continued to draw both local and international interest.

None of this, of course, could have been accomplished without the hard work of the elected officials, property owners and members of the community who are as committed as we are to making Flatiron a great place to live, work, learn, do business, shop and visit.

Sincerely,


Gregg Schenker,
Chairman


Jennifer Brown,
Executive Director

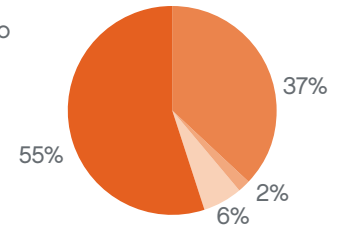




Clean Streets

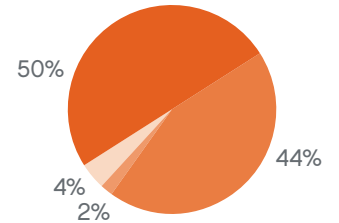
Overall, 55 percent of respondents perceive the district to be cleaner than it was one year ago.

- Cleaner than it was one year ago
- Same as it was one year ago
- Dirtier than it was one year ago
- No opinion



For those respondents who are aware of the BID's Clean Streets Program (68 percent), 94 percent rate the impact on the district as "good" or "excellent," with 0 percent ranking it as poor for the second year in a row.

- Excellent
- Good
- Fair
- Poor
- Don't Know



The most visible evidence of the BID's influence upon the Flatiron community is the condition and cleanliness of the physical environment. When the Partnership was launched in 2006, the formation of a Clean Team was one of its first priorities. Keeping the streets trim, trash-free and rid of graffiti has been a core program ever since.

The Clean Team, hired through a contract with Atlantic Maintenance Corp., hits the streets at 7 a.m. every day of the year, regardless of weather. From November through March, they work weekdays until 7 p.m. and on weekends until 3 p.m. From April through October, they are on duty until 7 p.m. every day, supplemented by additional crew members and a specialized maintenance worker three days a week.

With brooms and scrapers, shovels and buckets, paint brushes and power tools, they tackle the daily accumulation of urban grime that is an inescapable component of city life. They sweep sidewalks and curbsides, clear puddles that form at street corners during heavy rains, provide paths through snow in winter, and diligently scrape bills and stickers from the sides of buildings, from streetlamps and from all manner of sidewalk furniture. They refurbish fire hydrants, mailboxes, streetlamps and other fixtures. They maintain 193 custom-designed BID trash receptacles and also empty Department of Sanitation trash baskets.

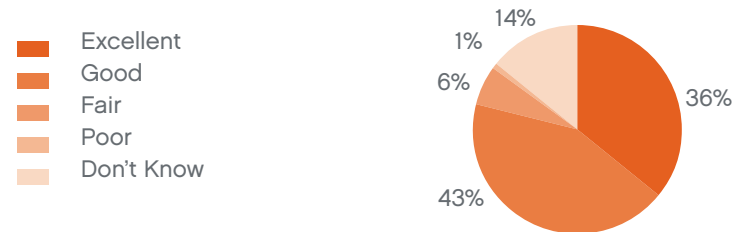
The amount of detritus with which they deal can be staggering. The Clean Team handled more than 140,000 trash bags weighing in at 1,400 tons; touched up approximately 650 fixtures and pieces of street furniture; and removed nearly 14,000 flyers and illegal advertisements. Once a week, 52 weeks a year, an overnight crew applies power-washing tools to graffiti and other especially resistant conditions. In FY10, they eradicated more than 450 such blights.

In addition to addressing street conditions, the Clean Team also keeps the Public Plazas in tip-top shape, not only making sure the area is clean and litter-free, but setting up the tables and chairs each morning, then stacking and securing them each night. They also power-wash the planters to keep them looking fresh.

Their efforts have not gone unnoticed. Once again, they came through with high marks on the Mayor's Office of Operations Scorecard rating of city streets and sidewalks, with a 100 percent rating throughout FY10. As evidenced by the Community Survey results, the Clean Team also rates high with the folks who have the most intimate view of its operations—those who live and work in the BID.

Public Safety

Of those respondents who are aware of the BID's Public Safety Program (41 percent), nearly 80 percent rate the impact of the program on the district as "good" or "excellent."



Eighty-five percent of respondents perceive the district to be as safe or safer than it was one year ago, up from 75 percent of respondents in the previous year's survey.

In the last few years, the Flatiron district has become more of a destination for diners, a magnet for shoppers, a home to families in new apartment buildings, and a thriving area for new businesses. All that adds up to more people in the district every day and every night—and it means the job of providing a safe, secure environment becomes even more vital than usual.

To that end, the BID's seven-member Public Safety Team continues to serve one of the district's most important functions. Now in its third full year of operation, the uniformed Public Safety Officers (PSOs) aid and protect the public in a variety of ways. Contracted through American Commercial Security Services, they are on duty every weekday from 9 a.m. to 7 p.m. and on weekends from 10 a.m. to 6 p.m., keeping a watchful eye on the neighborhood, recording and addressing quality-of-life and safety conditions, and distributing key information to the public about everything from upcoming BID events to maps of the district. In emergencies, they have

provided help to both the New York Police Department and the New York Fire Department. As Flatiron's roving ambassadors, they offer assistance and directions to the thousands of people who work and live in the district, as well as to the area's increasing number of tourists and visitors.

Perhaps most important, they act as the BID's own eyes and ears, informing management of any relevant new situations and conditions—from traffic accidents to illegal activities—that might have an impact on the district.

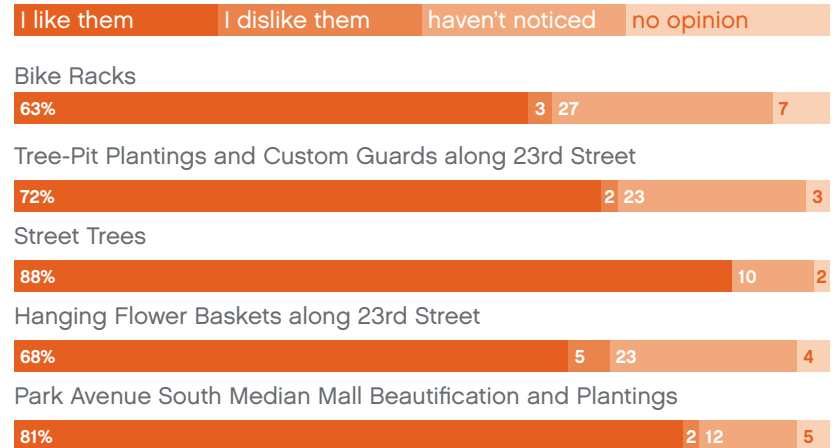
In FY10, the Public Safety Team documented or addressed more than 6,000 separate conditions or incidents, including bicyclists on sidewalks, graffiti complaints, potholes, and broken streetlamps. It also answered over 12,500 requests for information, directions or similar kinds of assistance.

In FY09, the PSOs took on the additional job of patrolling the then-new Public Plazas. In FY10, they continued to do so, making sure that this great urban oasis remains a serene haven for those who wish to read, eat lunch, talk business, study, or simply pass the time of day peacefully.



Public Improvement

The BID has implemented several projects over the past year as part of the Master Plan for Streetscape and Beautification, released in 2008. Respondents overwhelmingly like the enhancements and over 75 percent would like to see the program expanded beyond 23rd Street, Park Avenue South and the Public Plazas.



From plants on the ground to flowers in the air, the BID continued and expanded its efforts to enhance the district's physical appearance, to provide touches of beauty and color, and to soften the urban landscape. Several projects launched in FY09 as part of the Master Plan for Streetscape and Beautification were embellished in FY10 and plans are in the works for additional initiatives.

Public Plazas It was a busy year for the Public Plazas, all but one of which are maintained by the Partnership

through an agreement with the Department of Transportation. They continue to be a huge hit. Respondents to the

Community Survey gave them a 91 percent approval rating in FY10, compared to 84 percent a year earlier. In addition to having become a favorite place for area workers, residents and tourists to take the sun, take pictures, or take a break, the plazas have developed into a popular venue for filmmakers, videographers, advertising agencies and all manner of promotions, each of which are monitored by the BID. In FY10, the plazas were the setting for a diversity of projects by entities such as Nike, Starbucks, Puma, Toyota, HSBC, King of Shaves, the Guinness Book of World Records, the Living Zero Home Tour and the producers of “Ugly Betty.”

In the face of all that activity, plus the normal daily use, the BID has kept the plazas looking trim, tidy and tempting, a welcome haven in the midst of big-city bustle. Through a contract with the New York-based landscape firm Frank Bulfamante & Sons, seasonal plantings of hyacinths (new this year), tulips, daffodils, Victoria Blue salvia, lantana, petunias, coleus and ipomoea in 131 planters add to the location's color and beauty. The Clean Team opens and closes the plazas each day, weather permitting, laying out the 30

tables and 90 chairs in the morning, then stacking them at night. A dedicated member of the Clean Team is assigned to keep the plazas free of litter. And the BID's Public Safety Officers regularly patrol the plazas to provide assistance when needed.

A Visitor Information Cart, in the BID's distinctive colors of blue, orange and grey, is outfitted with free Discover Flatiron Maps, shopping guides and contact information, all of which help promote the district's attractions to the multitude of visitors who pass by daily.

This was also the year the BID began recording when and to what degree the plazas were actually being used. Public Safety Officers periodically count the number of people occupying the plazas (anyone who isn't simply walking through the area). Peak time, on the average, has been 1:30 p.m.

Beautification and Streetscape

In FY08, a Master Plan for Streetscape and Beautification Projects was prepared by Starr Whitehouse and approved by the BID. In FY09, the plan's first phase was implemented. Phase II, which involved an expansion of the tree-pit program and additional hanging baskets, got under way in FY10.

The BID's custom-designed tree-pit guards, originally limited to 23rd Street between Third and Sixth Avenues, were expanded from 27 to 42 sites and now appear on Broadway, Madison Avenue and Park Avenue South. All tree-pit guards include the Flatiron Partnership logo. Seasonal plantings in the tree pits continue to be carried out from spring through fall.

The hanging flower baskets suspended from district streetlamps have risen from 26 the year before to 40 in FY10. The distribution of the baskets has broadened. A year ago, they were only on 23rd Street between Third and Sixth Avenues and in and around the Public Plazas. Now they can be seen brightening the streetscape on Broadway, Fifth Avenue, Madison Avenue and Park Avenue South.

Beautification of the Park Avenue South Malls, begun in 2009, continued in FY10. This season's plantings include tulips, daffodils, blue salvia, Prelude white begonias, coleus, and rose-colored pink impatiens. Additional plantings will come in fall and winter. These projects are also planted and maintained through a contract with Frank Bulfamante & Sons.

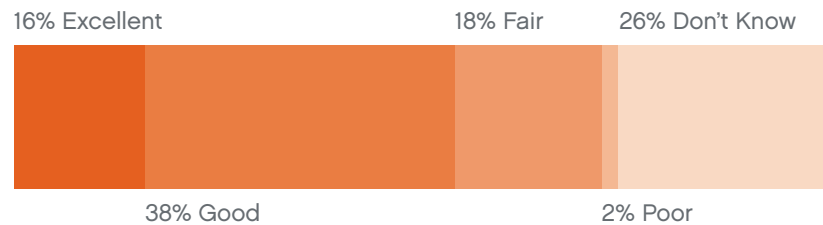
Once again, the BID played a role in the MillionTreesNYC project, handling and coordinating requests for free trees by businesses, property owners and residents. In FY09, 14 new trees were planted within the district, with another 12 taking root by the end of FY10. Since 2008, the BID has been responsible for requesting almost 14 percent of the district's trees.

The BID has also continued taking requests for new bike racks, as part of the CityRacks program. As with the trees, bike racks may be requested at no cost. Ten were installed in FY09 and another five in FY10.

Plans for a distinctive new lamppost design that would be used throughout the district took a big step forward in FY10, with the allocation of a \$575,000 grant for the project from Manhattan Borough President Scott M. Stringer, Council Speaker Christine C. Quinn and Council Member Rosie Mendez. The BID, working with the New York City Department of Transportation, is seeking to replace the existing cobra head lights with a new design that would enhance and define the district, a process that is currently moving forward.

Social Services

Of those respondents who are aware of the BID's Homeless Outreach Program (28.6 percent), more than half (54 percent) rate the impact on the district as "good" or "excellent."



Seventy percent of respondents perceive there to be same amount or fewer homeless individuals in the district than one year ago, up from 60 percent of respondents in the previous year's survey.

The BID continued its homeless outreach program in FY10, again contracting with Urban Pathways, a New York-based nonprofit human services agency, in an effort to provide assistance and housing options to those in need of help. A two-person team walks the district three days a week, seven hours each day. They talk to the homeless, evaluate their situations and assess each person's needs. Where appropriate, they provide referrals to treatment programs, shelters and other forms of assistance. To date, 77 placements have been made.



The BID and the East Side Alliance

In addition to its homeless outreach program, the BID addressed quality-of-life issues in FY10 by again taking part in the East Side Alliance, a coordinated effort involving the Manhattan District Attorney's office, the New York Police Department, local community organizations and area methadone clinics. The idea is to strengthen the lines of communication between the clinics and their surrounding communities, and to proactively deal with illegal activities and quality-of-life conditions. It's a total community effort and participants in the East Side Alliance meet regularly to assess results and to exchange information about any new conditions.



Marketing and Communications

From an enhanced website to new kinds of community events, this year's marketing and communications efforts reflected fresh approaches to promoting the Flatiron district, keeping the public aware of BID activities, and providing important and educational information about a variety of vital topics.

Website The BID's website, which continues to be an important tool in the marketing arsenal, underwent a redesign and an updating in FY10, making it easier to navigate and adding eye-catching new features such as an interactive map of the district. A new month-by-month calendar was added. As a result, the site enjoyed an immediate surge in the number of hits.

Newsletter "The Intersection," the Partnership's highly acclaimed monthly e-newsletter, was distributed to 12,000 subscribers each month. In FY10, "At the

Galleries and Museums," a monthly listing of shows and exhibits within the district, was added.

Social Networking In FY09, the BID made its entrance into the world of social networking by creating its own Facebook page. In FY10, a Twitter account was added. Both pages help drive traffic to the Partnership's website.

Programming and Events Under the overall umbrella of "Intersections: A BID Series Focused on Information, Ideas and Our Community," the Partnership produces events in a variety of formats and with a diverse roster of partner

organizations. The Speaker Series brought out two of the neighborhood's top law enforcement officials—Chief Raymond Diaz, then the new Borough Chief for Manhattan South, and Deputy Inspector Timothy Beaudette, Commanding Officer of the 13th Precinct—to speak about crime and quality-of-life issues.



"Forging Ahead: Entrepreneurship and Small Business Strategies for the New Economy," a panel discussion at Baruch College, drew some 150 attendees, many of whom participated in one of the four breakout sessions on topics ranging from web 2.0 marketing to accessing capital.

"Flatiron High and Low," an exhibit and panel discussion among distinguished artists, designers and architects at the Van Alen Institute, focused on the architectural heritage of the district. The BID got together with Tekserve, the Apple specialist, and the New York City Economic Development Corporation to co-host a program introducing NIMBLE, an innovative loan program aimed at tech and new-media firms.

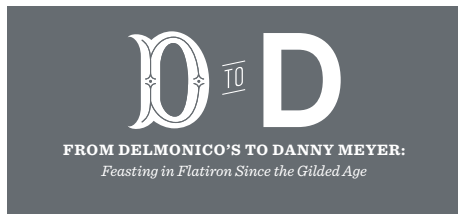
"From Delmonico's to Danny Meyer: Feasting in Flatiron Since the Gilded Age," a salute to the culinary history of the district, included talks, exhibits and foods prepared by district restaurants as well as by chefs at the Institute of Culinary Education, where the program took place. A keynote speech was given by William Grimes of The New York Times, the newspaper's former restaurant critic and the author of a history of dining in New York.

Meetings and Gatherings The fourth annual Celebrate Flatiron Partnerships party welcomed the community to SPiN New York, reputedly the City's largest table tennis facility. On June 7, 2010, the BID hosted its fourth annual meeting, at Hill Country BBQ, reviewing highlights of the past year, previewing

upcoming projects and electing board members. Tor Myhren, Chief Creative Officer of Grey Group, gave the keynote speech.

Walking Tour The BID's free Walking Tours kept stepping out every Sunday at 11 a.m. More than 150 tours have been conducted since April 2007, enlightening and entertaining some 2,300 participants from 38 states and more than 45 countries. The tour is conducted by a rotating trio of guides: Miriam Berman, Fred Cookinham and Mike Kaback.

Sponsorship The BID again asked area businesses and property owners to take part in projects that would not only enhance the neighborhood, but give sponsors the opportunity to promote their own businesses, help support the BID and demonstrate their commitment to the district. Once again, sponsors answered the call, in even greater numbers than before. The 2010 campaign included such traditional opportunities as streetlamp banners, trash receptacles and the Park Avenue South malls, and added a "Greening the District" initiative, allowing sponsorship of the BID's district-wide beautification efforts.



Maps, Guides and Special Distributions A freshly updated version of the immensely popular Discover Flatiron Map was released in FY10 and 25,000 Shopping Guides were printed.

Some 400 "info packs" went out to street-level businesses and property owners. They included everything from important telephone numbers to sanitation regulations. The BID also prepared a Flatiron District Welcome Package that was distributed to all 1,200 employees of Grey Group when the international giant moved into 200 Fifth Avenue, its new headquarters.



Board of Directors FY10



Class A: Property Owners

Gregg Schenker (Chairman),
ABS Partners Real Estate, LLC

Margaret Brady (Vice Chair),
New York Life Insurance
Company

James Buslik (Treasurer),
Adams & Company Real
Estate

Nicholas Athanail,
The Stanford Condominium

Rick Beltz,
Meringoff Properties

Laurie Burns,
Rudin Management/
41 Madison

Peter DiCapua/Tom Cook,
ATCO Properties &
Management, Inc.

Jim Dill,
Housing & Services, Inc.

Joseph Miller,
Rockrose Development
Corporation

Myles Schwartz,
Colliers International

Jane Gural Senders,
Newmark Knight Frank

Class B: Commercial Tenants

Frederick Locker (Secretary),
Locker, Greenberg &
Brainin, PC

Lois Eida, Lois Lane Travel

Mark Maynard-Parisi,
Union Square Hospitality
Group

Class C: Residential Tenants

Joseph B. Rose,
West 26th Street

Robin Sen, East 25th Street

Class D: Public Representatives

Honorable
Michael R. Bloomberg,
Mayor of the City of New York
(represented by NYC
Department of Small
Business Services)

Honorable John C. Liu,
Comptroller of the City of
New York

Honorable Scott M. Stringer,
Manhattan Borough
President

Honorable Christine C. Quinn,
New York City Council
Speaker

Class E: Community Boards and Nonprofit Organizations

Community Board 4,
John Weis, Chairman

Community Board 5,
Vikki Barbero, Chairwoman

Community Board 6,
Mark Thompson, Chairman

Baruch College, Jim Lloyd
23rd Street Association,
Clint Blume

2010 Award Recipients

Outstanding Service Award

Miriam Berman, Historic Walking Tour Guide

Outstanding Service Award

Mohamed Ceesay and Sering Ceesay, Clean Team Members

Chairman's Award

Mark Maynard-Parisi

Partnership Award

L&L Holding Company, LLC

Sponsors (as of June 2010)

Sponsors \$20,000+

Colliers International

Sponsors \$10,000+

ABS Partners Real Estate
Meringoff Properties
Newmark Knight Frank
Tekserve

Sponsors \$5,000+

Con Edison
GFI Development/
Nomad Hotel
Grey Group
Housing & Services, Inc.
New York Life
Pan Am Equities
Wilhelmina Models

Sponsors \$1,000+

Ace Hotel
Buchbinder & Warren
Coughlin Group
Hill Country
Hillstone
Jazz Standard
Kiamie Princess Marion
Lois Lane Travel
Madison Green Condominium Association

Manhattan's Physician Group

Masonic Temple
Mike's Tech Shop
Natural Gourmet Institute
Ottimo
Park Avenue Floratique
SPiN New York
Swann Auction Galleries

Friends of the Flatiron / 23rd Street Partnership

Ace Hotel
Hotel Roger Williams
Limelight Marketplace
Peoria Emporium
Tekserve

Special Thanks

The Flatiron Partnership wishes to acknowledge Manhattan Borough President Scott M.Stringer, City Council Speaker Christine C. Quinn and City Council Member Rosie Mendez for their efforts in allocating \$575,000 for a lighting replacement project in the Flatiron district.

Credits

Cover portraits

William Coupon
www.williamcoupon.com

Annual Report design

Pentagram

Budget and Finances

Statement Of Financial Position

	2009	2008
ASSETS		
Cash	\$693,659	\$1,009,082
Prepaid assets and receivables	8,030	17,381
Investments	399,380	-
Property and equipment	7,028	14,399
Security deposits and other	59,987	84,157
TOTAL	\$1,168,084	\$1,125,019
LIABILITIES/NET ASSETS		
Liabilities	\$89,857	\$82,255
Net assets	1,078,227	1,042,764
TOTAL	\$1,168,084	\$1,125,019

Statement of Activities

	2009	2008
SUPPORT AND REVENUES		
Assessment revenue	\$1,600,000	\$1,600,000
Contributions and other	163,015	180,091
TOTAL	1,763,015	1,780,091
EXPENSES		
Marketing	292,959	282,104
Safety	270,952	275,380
Sanitation	533,082	573,313
Social services	74,409	65,781
Public improvements	282,766	72,718
Administration	273,384	261,986
TOTAL	1,727,552	1,531,282
Increase in net assets	\$35,463	\$248,809

Summary of Financial Statements dated September 23, 2009, prepared by Skody Scot & Company CPAs PC. A copy of the complete audited financial statements is available upon request.

Approved Draft Budget FY11

	Operating	Capital & Special Projects	Total
Surplus as of 6/30/2010	\$400,000	\$900,000	\$1,300,000
Operating Reserve (per SBS 3 months)	(400,000)		(400,000)
Use of capital reserves	-	50,000	50,000
Current year excess revenues	-	-	-
Available for operations or capital as of 6/30/2011	\$400,000	\$850,000	\$1,250,000

	Administration	Marketing	Public Safety	Sanitation	Social Services	Public Improvement	2011 Budget Total	2010 Budget Total
Assessment revenue							1,600,000	1,600,000
Contributions		110,000		2,000		78,000	190,000	140,000
Interest income							10,000	10,000
Total revenue							1,800,000	1,750,000
Program Expenses								
Personnel costs								
Total salaries and payroll taxes	59,611	135,657	49,356	49,399	12,436	77,704	384,163	373,310
Health and other benefits	8,067	10,209	3,257	3,257	1,287	9,851	35,928	31,041
Total personnel costs	67,678	145,866	52,613	52,656	13,722	87,555	420,092	404,350
Direct expenses								
Outside contractors	1,000	20,000	230,000	600,000	55,000	160,000	1,066,000	901,925
Program equipment	-	-	1,000	4,410	-	1,500	6,910	16,000
Program supplies	-	28,000	-	1,000	-	2,500	31,500	48,200
Project expenses	-	93,000	-	-	-	2,500	95,500	189,525
Total direct expenses	1,000	141,000	231,000	605,410	55,000	166,500	1,199,910	1,155,650
Total program expenses	68,678	286,865	283,613	658,066	68,722	254,055	1,620,000	1,560,000
	4.2%	17.7%	17.5%	40.6%	4.2%	15.7%		
Total general operating							170,000	190,000
Total expenses							1,790,000	1,750,000
Contingency							10,000	0
Excess revenues over expenses							0	0

Executive Staff

Jennifer Brown,
Executive Director

Scott Kimmins,
Director of Operations

Eric Zaretsky,
Director of Marketing and
Economic Development

Scott Lamkin,
Program Associate

Mort Sheinman,
Writer and Photographer
(part-time)

The cover design for this year's annual report, "The Faces of Flatiron," highlights the principal beneficiaries of the work of the Flatiron/23rd Street Partnership Business Improvement District, namely its people. The Flatiron Partnership strives to make the district a clean, safe and inviting area to shop, visit, dine, live and work in for all. The portraits were shot randomly during one beautiful spring day in the Flatiron district. The subjects are all real individuals who were either visiting the neighborhood or who live or work in the district. The results successfully demonstrate the wide-ranging diversity of the district and its stakeholders.



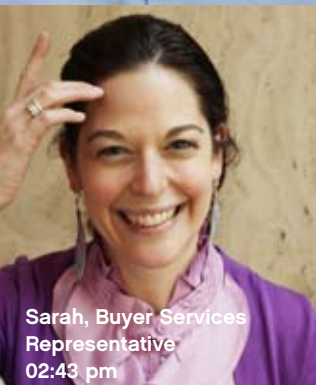
Darryl, Building Maintenance
2:55pm



Mike, Banking
12:13 pm



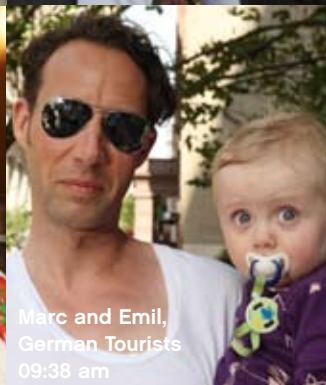
Tony, Retired Public Servant
09:25 am



Sarah, Buyer Services Representative
02:43 pm



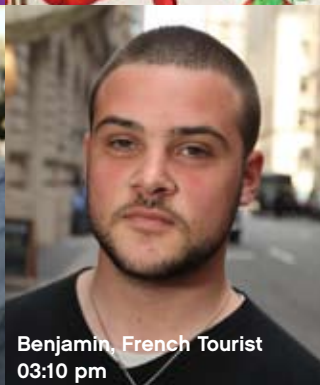
Josh, Restaurant Owner
11:13 am



Marc and Emil, German Tourists
09:38 am



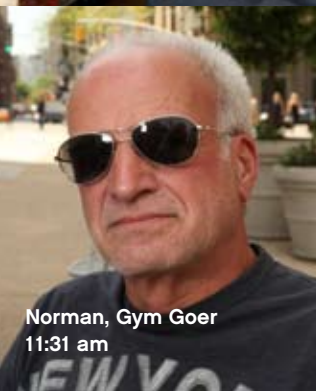
Tom, Diner
11:18 am



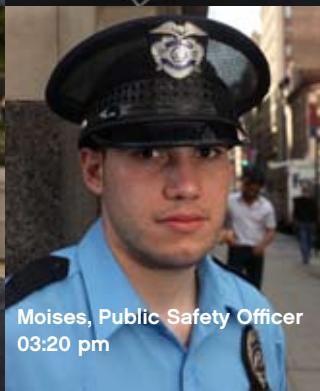
Benjamin, French Tourist
03:10 pm



Misti, Visitor/Teacher
03:27 pm



Norman, Gym Goer
11:31 am



Moises, Public Safety Officer
03:20 pm



Jeff, Bar Patron
11:40 am