

flatiron  
23rd street  
partnership

2013  
annual  
report

view  
from  
285 ft

Another year has passed, marking another year of progress and accomplishments in the Flatiron District. The Flatiron/23rd Street Partnership Business Improvement District (BID), now celebrating its seventh year, continued to grow and expand its programs and services over the past fiscal year. The BID continues to look upon the District that we call home with pride in its diversity of businesses, people, institutions, and organizations.

In this year's Annual Report, we take a look at the District by the numbers, from 285 feet. What, exactly, is the significance of 285 feet? It's the height of our famous neighbor, the Flatiron Building. We turned the lens on the neighborhood and took a look at it FROM the vantage point of the building, as opposed to the thousands who come each year to look AT the building from the various vantage points of the District.

Once again, new businesses and destinations abounded this past year, including notables such as C. Wonder, DreamDry, The Jazz Gallery, and the National Museum of Mathematics. The District's reputation as the culinary capital of New York City continues to strengthen, given the variety of new additions to an already all-star line-up, which offer something for everyone, including Maysville, Harding's, Manzanilla, Num Pang, Sarabeth's, Sen NYC, and Mira Sushi.

In FY13, the BID continued its important expansion of the popular tree pit guard and beautification program, protecting the District's trees and maintaining beautiful seasonal plantings that brighten our sidewalks and pedestrian experience. By this fall, the project will encompass the entire neighborhood as part of the BID's Public Improvement Program, which includes hanging flower baskets, the Park Avenue South median mall beautification, and the maintenance and

management of the popular Flatiron Public Plazas. The BID also welcomed the first of its two food kiosks slated for the Public Plazas—Flatiron Green Café—which opened in May on the South Plaza.

Over the past year, we continued a stellar line-up of events, including our popular Speaker Series, our annual rooftop reception "Celebrate Flatiron Partnerships," another successful business assistance forum with Baruch College and General Assembly, and the inaugural holiday program, dubbed "23 Days of Flatiron Cheer," which included a whimsical 3-D pop-up greeting card and 23 consecutive days of free holiday programming on the North Plaza. The BID's annual sponsorship program was as successful as ever, thanks to the ongoing commitment of area properties and businesses, and the BID enhanced other important aspects of its Marketing Program, including its comprehensive social media efforts, such as Facebook, Twitter, and a new addition: Instagram.

Looking to FY14, the BID will remain steadfast in its efforts to make Flatiron the city's best place in which to live, work, visit and enjoy. Please stay tuned for new and enhanced neighborhood beautification projects, a redesigned, more-user friendly website, another festive holiday program, and much, much more in the year to come.

## public safety program

With a pivotal role as the Flatiron BID's eyes and ears on the street, the Public Safety Team has been at work to enhance the District's quality of life for six years running.

Contracted through ABM Security Services, the BID 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 District, rain or shine, weekdays from 9 a.m. to 7 p.m. and 10 a.m. to 6 p.m. on weekends.

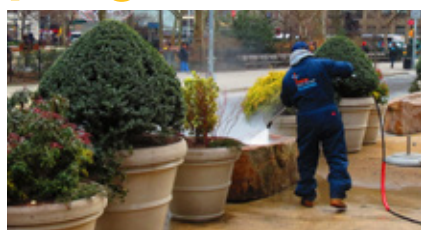


The duties of the uniformed ambassadors include distributing vital BID information to neighborhood property owners and businesses, monitoring activities and conditions within the District, and assisting tourists with directions. In the aftermath of Superstorm Sandy, the PSOs canvassed the District to help the BID assess the impacts of the storm within the community and relay information to businesses.

In FY13, the PSOs documented 5,769 unique incidents including graffiti, complaints about cyclists riding on sidewalks and non-functioning streetlights. PSOs also offered directions and other information to 18,078 visitors to the District. In FY13, as was the case in FY12, the most common conditions addressed by the team were illegally placed stickers or flyers, cyclists on sidewalks and reports of homeless individuals possibly in need of assistance.

Nearly 82% percent of the respondents to the BID's Community Survey rated the Public Safety Program as "good" or "excellent."

## clean streets program



As the BID's largest, and first, program, the Flatiron District's Clean Team, contracted through Atlantic Maintenance, has been the backbone of BID operations since 2006. With the ever growing number of workers, residents and tourists—and the trash they generate—there will always be a need for the Clean Team.

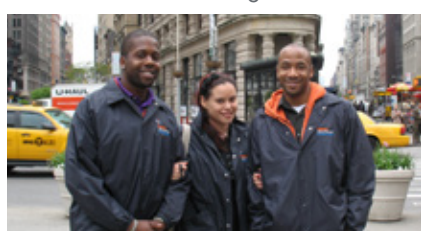
Rain or shine, the Clean Team can be seen in full force throughout the District and on the Flatiron Public Plazas all year. Crew size varies with each season. For eight months from mid-March through mid-November, 22 full and part-time workers are in the District seven days a week from 7 a.m. until 7 p.m. Longer hours are provided for the Public Plazas during the warmest months. For four months from late November to early March, crew size is reduced to 18 full and part-time workers from 7 a.m. until 7 p.m. on weekdays and 7 a.m. to 5 p.m. on weekends. For FY13, that's over 40,000 hours of manpower.

In FY13, the crew will collect over 190,000 trash bags. Year-round, team members are hard at work addressing graffiti, painting and power washing. From July through April, the team addressed nearly 8,000 issues ranging from scraping and painting lampposts and mailboxes to repairing trash cans and tree pit guards.

In the BID's 2012 Community Survey, 75% of respondents indicated that they were aware of the work of the Clean Team, and 93.6% of those respondents rated the work of the crew as "good" or "excellent." The team's ongoing efforts in Flatiron were recognized in the first three quarters of FY13 with an average of a 98.5% acceptable rating by the Mayor's Office of Operations Scorecard, which ranks cleanliness and conditions of New York City neighborhood sidewalks and streets.

## social services program

In partnership with Urban Pathways, a nonprofit human services agency, the BID provides a two-person team of social workers who patrol the District assessing the needs of individuals living without shelter.



In FY13, 423 men and women were contacted by the BID's outreach team; housing and treatment programs referred led to 44 placements—25% in permanent housing and 75% at a safe haven or drop-in center.

The BID also remains an active participant, and 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 FY13, Alliance participants, including the Manhattan District Attorney's Office and the New York Police Department, shared evaluation data about existing area conditions and offered improvement solutions for the District.

## public improvement program

Established in 2008, the BID's Public Improvement Program has advanced the nonstop revitalization of the area's environmental aesthetic with its Master Plan for Streetscape and Beautification on the Flatiron Public Plazas and throughout the District.

**The Public Plazas:** Located on Broadway between 21st and 24th Streets, the four plazas created by the Department of Transportation have been maintained by the BID since 2008. Public Plaza amenities include an information cart with the BID's Flatiron District Maps and Shopping Guides, tables, chairs, and BID-branded umbrellas. Consistently a popular destination, the Public Plazas received a 90.4% approval rating from respondents to the BID's 2012 Community Survey.



The edges of the Public Plazas are defined by granite blocks, which serve as additional seating, and 148 planters. The planters change seasonally with a blend of leafy greens and purple cabbage and kale for the fall; daffodils, pansies, tulips and hyacinths for spring; and hibiscus, petunias and geraniums for summer.

For the holidays, the Public Plazas had a new look in FY13. Expanding upon the festive winter plantings, the Flatiron BID introduced a new element to bring life to the District. On Thursday, November 29th, the BID unveiled a larger than life 3-D pop-up greeting card to kick off the holiday season. On the interior of the card, a whimsical winter scene in front of the Flatiron Building showed characters out and about in the District. The front of the card "opened" on to 23rd Street, and at night "Happy Holidays" was brightly illuminated. The card was a picture perfect backdrop for photos for both locals and holiday shoppers.

As the temperatures began to rise and New York City welcomed spring, the North Public Plaza featured the work of artist Will Ryman. *Bird, 2012*, a sculpture composed of five tons of 5,500 actual and fabricated nails was installed from March 24th through April 21st. The 12 foot high, 12 foot wide and 14 foot long installation was presented in partnership with the artist, Paul Kasmin Gallery and the Department of Transportation's Urban Art Program.

Year round, the BID sponsors free wifi on the Public Plazas. More than 55,000 users logged on in calendar year 2012. Look for the "Flatiron Plaza Free Wifi" network to surf the net.

After numerous delays—including Superstorm Sandy—two electrical service connections for the Public Plazas were completed by Con Edison and H&L Electric. The electrical connections will service two food and beverage kiosks, Flatiron Green Café, which opened in May, and Illi's Mediterranean spot, which is scheduled to open in summer 2013.

**Beautification and Streetscape:** As part of the BID's Master Plan for Streetscape and Beautification, sidewalks throughout the neighborhood received a facelift thanks to the tree pit expansion program. First rolled out in FY12, the phased project will be complete in fall 2013. With phases one through three in the ground, the District now boasts 115 tree pit guards, branded with the BID logo, to protect plant life from foot traffic and vehicles. Like the planters in the Public Plazas, the tree pits feature seasonal plantings of pansies in the spring, dragon wing-leaved begonias in the summer, and cabbage and kale in the fall and winter. Year-round maintenance and watering for all of the BID's plantings is provided by BID contractor A. Bulfamante Landscaping.

Other FY13 BID green initiatives included the plantings of the Park Avenue South Malls and hanging baskets throughout the District. Each year in late April, thousands of pink tulips bloom in the Park Avenue South Malls, stretching from 21st to 28th Streets. Through the Million Trees NYC Initiative, 42 trees have been planted in the Flatiron District; in FY13, two trees were planted to replace existing trees that had died or were damaged. Also to date, the BID has added 48 bike racks to the District through the NYC CityRacks program.



Throughout the spring of 2013, a new element was introduced to the New York City and Flatiron District streetscape—NYC Bike Share program Citi Bike. Launched in May, Citi Bike is a self-service rental system that provides riders with easy access to a network of thousands of bicycles via annual, weekly or daily memberships. There are 86 Citi Bike docking spaces available to the public at two plaza locations, 22nd and 24th Streets along Broadway, plus an additional 251 spaces in and around the BID boundaries.

## marketing, communications and events

A progressive digital and traditional media presence proved to be a strategic marketing success in the BID's outreach to the Flatiron community in FY13.

**Newsletter, Website and Social Media:** The BID's weekly electronic newsletter, "The Intersection," published original content that included Q&As with Flatiron notables such as celebrity hair stylist and salon owner Ted Gibson and feature coverage of the Madison Square Park centennial holiday tree celebration.

The newsletter's introduction of "New Neighbors" gave a spotlight to recent District arrivals that included global brand designer Donna Karan's DKNY store and the National Museum of Mathematics founded by Glen Whitney.

The BID's online presence via Twitter and Facebook provided community news about special events and business opportunities. During both Superstorm Sandy and February's water main break, social media and the BID's e-mail advisories proved to be invaluable for real time information about the District. In December, the BID joined Instagram, a photo-sharing social networking site; linked with the BID's Twitter account, @FlatironNY, Instagram enables the BID to add compelling visuals to Twitter's 140-character sound bite of info.

**Programming and Events:** Starting off FY13 programming was an evening summer series of free tech-ed classes on the Flatiron Public Plaza hosted by the BID and General Assembly, the urban campus for technology, design, and entrepreneurship.



In October, a record-breaking 250-plus attendees turned out for the BID's annual networking event at 230 FIFTH's Penthouse and Rooftop Garden to honor the Partnership's community efforts and members.

A new holiday tradition arrived in the District in December when the BID introduced "23 Days of Flatiron Cheer" to accompany the giant 3-D pop-up greeting card. Programming throughout the 23 days highlighted the District's shopping and dining attractions and included giveaways of hot cider from Blue Smoke, treats from Hill Country Chicken, postcards and candy canes. Event highlights included Macmillan storytime at apple seeds, two performances from TADA! Youth Theater, improv from The PIT, Matt Wilson's Jazz Tree-O and complimentary gift wrapping. Charitable components included City Harvest, the Food Bank for New York City and First Book. Presenting sponsors of the "23 Days of Flatiron Cheer" were Tiffany & Co. and Meringoff Properties, with additional support from Grey Group and Macmillan.



In March, the BID's Speaker Series was hosted by TD Bank to welcome Deputy Inspector David Ehrenberg, the new Commanding Officer of the 13th Precinct. Also in March, the BID, in partnership with Baruch College and General Assembly, hosted a business assistance forum and networking breakfast. Congresswoman Carolyn B. Maloney offered opening remarks to attendees. Workshops for "Getting to the Next Level: Here, There and Everywhere" were thoughtfully designed to focus on small business growth and development in today's lightning-fast global economy.

In April, the BID hosted a networking event at Sen NYC where neighbors and colleagues met and mingled over sake and sushi.

Year-round, the BID offers a weekly sight-seeing tour, now in its seventh year. The 90-minute Sunday stroll at 11 a.m. is led, rain or shine, by a trio of professional guides through Flatiron's historic District.

**District Branding and Print:** Annually, the BID supplements the special assessment through earned income from the sponsorship program. Local stakeholders show their support of BID initiatives through branding opportunities on streetlamp banners and trash receptacles, as well as greening initiatives. The BID features four seasonal banner designs, and after each installation, banners are transformed into tote bags and distributed at events throughout the year.

Additional branding opportunities are available on the BID's Discover Flatiron Maps, which have a circulation of 75,000 copies throughout the District and New York City. In FY13, the BID also published and distributed 25,000 retail Shopping Guides—5,000 of which featured special holiday branding, as well as rack cards promoting the historic walking tour and a self-guided tour brochure.

## neighborhood economic data and reporting

Throughout FY13, the real estate market in the Flatiron District continued to experience positive momentum and growth. The tech sector and creative businesses continue to populate the area; many having first experienced the charms of the District while tenants of entrepreneurial incubator spaces in the neighborhood. Businesses ranging in size from tiny one or two-man shops to industry leaders with over 1,500 employees see the value in the commercial office market here. In a testament to the neighborhood's appeal, existing companies are expanding within the District. Two examples of intra-district growth include General Assembly's campus expansion to a second

location on Broadway, and AppNexus signing a 10-year lease for 220,000 square feet on 23rd Street.

With a vibrant commercial tenancy consistently bringing foot traffic to the area, as well as a demand for high-quality shopping and dining options, retailers see the Flatiron District as a new frontier for opportunity. Perhaps the most noticeable retail development seen within the Flatiron District during FY13 was the on-going transformation of upper Broadway, north of Madison Square Park. Since the inception of the BID, the District has seen an influx of hotel development; a notable project to watch in FY14 will be the conversion of the former MetLife building to a luxury hotel.

The Flatiron BID is attuned to the pulse of development opportunities, publishing "Flatiron: Where Then Meets Now" and working with the brokerage community to attract new and energetic tenants to the District. The BID also releases interim economic data reports on the District's commercial and retail environment, and publishes a monthly Retail Opportunities Map. All are available on the BID's website.



### board of directors

#### Class A Residential Tenants

Joseph B. Rose  
West 26th Street

#### Class D Public Representative

Honorable Michael R. Bloomberg  
Mayor of the City of New York

#### Class E Community Boards and Nonprofit Organizations

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

#### Class B Commercial Tenants

Frederick Locker, Secretary  
Locker, Greenberg & Brainin, PC

#### Class C Property Owners

Gregg Schenker, Chairman  
ABS Partners Real Estate, LLC

#### Class D Public Representative

Honorable James Buslik, Treasurer  
Adams & Company Real Estate

#### Class E Community Boards and Nonprofit Organizations

Honorable Nicholas Athanail  
The Stanford Condominium

#### Class B Commercial Tenants

Honorable Laurie Burns  
Rudin Management/ 41 Madison

#### Class C Property Owners

Honorable Tom Cook  
ATCO Properties & Management Inc.

#### Class D Public Representative

Honorable Craig Deitelzweig  
Rockrose Development Corporation

#### Class E Community Boards and Nonprofit Organizations

Honorable Jim Dill  
Housing & Services, Inc.

#### Class B Commercial Tenants

Honorable Gail Duke  
New York Life Insurance Company

#### Class C Property Owners

Honorable Myles Schwartz  
Colliers International

#### Class D Public Representative

Honorable Jane Gural Senders  
Newmark Grubb Knight Frank

#### Class E Community Boards and Nonprofit Organizations

Honorable Farrell Virga  
Meringoff Properties

#### Class B Commercial Tenants

Honorable Peter Weiss  
Walter & Samuels, Inc.

#### Class C Property Owners

Honorable Lois Lane Travel  
Linda Buckley Tiffany & Co.

#### Class D Public Representative

Honorable Mark Maynard-Paris  
Union Square Hospitality Group

### 2013 annual meeting award recipients

#### Outstanding Service Award

Urban Pathways

#### Chairman's Award

Farrell Virga, Meringoff Properties

#### Partnership Award

New York City Department of Transportation

#### sponsors

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

\$10,000+  
ABS Partners Real Estate  
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+  
apple seeds  
Blue Smoke  
Buchinder & Warren  
Citizen Condominium  
Hanky Panky, LLC.  
Institute of Culinary  
Education  
Kiamie Princess Marion  
Masonic Hall & Home  
Natural Gourmet  
Institute  
Nicholas Athanail,  
Corcoran Group  
Real Estate  
Tekserve

Two Trees Management Co.  
Wyndham Garden Hotel

\$500+  
Regus

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

Friends of the Flatiron/23rd Street Partnership  
Four Points Sheraton  
End Game Training  
Yoga Union

credits  
Design  
Pentagram

Photographer  
Luca Vignelli

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

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## statement of financial position

| Assets                         | 2012             | 2011             |
|--------------------------------|------------------|------------------|
| Cash                           | \$696,044        | \$256,894        |
| Prepaid assets and receivables | 97,462           | 8,664            |
| Investments                    | 699,699          | 1,199,796        |
| Property and equipment         | 230              | 802              |
| Security deposits and other    | 11,587           | 11,587           |
| <b>Total</b>                   | <b>1,505,022</b> | <b>1,477,743</b> |

| Liabilities/net assets | 2012             | 2011             |
|------------------------|------------------|------------------|
| Liabilities            | \$124,859        | \$104,011        |
| Net assets             | 1,380,163        | 1,373,732        |
| <b>Total</b>           | <b>1,505,022</b> | <b>1,477,743</b> |

## statement of activities

| Support and revenues    | 2012             | 2011             |
|-------------------------|------------------|------------------|
| Assessment revenue      | \$1,600,000      | \$1,600,000      |
| Contributions and other | 449,320          | 324,440          |
| <b>Total</b>            | <b>2,049,320</b> | <b>1,924,440</b> |

| Expenses                      | 2012             | 2011             |
|-------------------------------|------------------|------------------|
| Marketing                     | \$342,989        | \$307,470        |
| Safety                        | 278,153          | 269,310          |
| Sanitation                    | 707,541          | 646,225          |
| Social services               | 62,102           | 63,543           |
| Public improvements           | 395,932          | 300,862          |
| Administration                | 256,172          | 271,583          |
| <b>Total</b>                  | <b>2,042,889</b> | <b>1,858,993</b> |
| <b>Increase in net assets</b> | <b>6,431</b>     | <b>65,447</b>    |

Summary of Financial Statements dated September 29, 2012, prepared by Skody Scot & Company CPAs PC. A copy of the complete audited financial statements is available upon request.

## FY2014 approved draft budget

|                                  | ADMIN         | MARKET         | PUBLIC SAFETY | SANITATION    | SOCIAL SERVICES | PUBLIC IMPROVE | FY14 BUDGET TOTAL | FY13 BUDGET TOTAL |
|----------------------------------|---------------|----------------|---------------|---------------|-----------------|----------------|-------------------|-------------------|
| <b>Assessment Revenue</b>        | —             | —              | —             | —             | —               | —              | 2,000,000         | 1,700,000         |
| Contributions                    | —             | 215,000        | 15,000        | 5,000         | —               | 235,000        | 470,000           | 454,000           |
| Interest income                  | —             | —              | —             | —             | —               | —              | 5,000             | 10,000            |
| <b>Total revenue</b>             | —             | —              | —             | —             | —               | —              | 2,475,000         | 2,164,000         |
| <b>Program Expenses</b>          |               |                |               |               |                 |                |                   |                   |
| <b>Personnel costs</b>           |               |                |               |               |                 |                |                   |                   |
| Total salaries and payroll taxes | 69,299        | 137,332        | 60,306        | 60,349        | 14,762          | 147,147        | 493,695           | 454,718           |
| Health and benefits              | 8,547         | 14,058         | 3,825         | 3,825         | 1,495           | 16,155         | 47,905            | 38,334            |
| <b>Total</b>                     | <b>77,846</b> | <b>151,390</b> | <b>64,131</b> | <b>64,174</b> | <b>16,257</b>   | <b>163,302</b> | <b>541,600</b>    | <b>493,052</b>    |
| <b>Direct expenses</b>           |               |                |               |               |                 |                |                   |                   |
| Outside contractors              | 5,000         | 140,000        | 280,000       | 750,000       | 60,000          | 280,000        | 1,515,000         | 1,320,000         |
| Program equipment                | —             | —              | 2,000         | 20,000        | —               | 2,000          | 24,000            | 12,143            |
| Program supplies                 | —             | 40,000         | —             | 2,000         | 2,500           | 10,000         | 54,500            | 48,500            |
| Tree pits                        | —             | —              | —             | —             | —               | 70,000         | 70,000            | 60,000            |
| Project expenses                 |               |                |               |               |                 |                |                   |                   |



221

registered  
Made in NY  
companies  
(or 17.5%  
NYC total)

92.9

percent approval  
rating 2012 BID  
community survey  
(approve or  
strongly approve)

1,494

height of  
Empire State  
Building  
(in feet)

2,600

hotel rooms

21,000,000

square feet  
of commercial  
real estate  
in the District

103

block faces  
in the district

60,000

visitors to MoMath  
in first four months  
of operation

1.64

people per  
household

32.5  
median age

48

bike racks

3,050

tulips planted  
by the BID

0

percent  
vacancy at  
200 Fifth  
Avenue as of  
December 2012

337

Citi Bike  
docking stations

42

street trees  
planted

2,141

twitter followers  
@flatironNY

700

height of  
MetLife Tower  
(in feet)

4,100

walking tour  
attendees

5.8

percent  
average retail  
vacancy rate  
May 2012  
May 2013

52  
countries—  
most popular:  
England,  
Germany,  
Spain, Israel

44  
US states—  
most popular  
cities in the US  
and Canada:  
Toronto, Montreal,  
Boston, Chicago

2,240

horticulture  
man-hours

1

water main  
break on  
February 1

115

BID tree pits

MTA ridership  
for stations in 2012:

4,654,520

23rd Street (1)

8,901,705

23rd Street (6)

6,805,210

23rd Street (N,R)

8,078,511

23rd Street (F,M)

4,346,501

28th Street (1)

6,688,570

28th Street (6)

3,413,315

28th Street (N,R)

42,888,332

total 2012 riders

34,525

supplemental  
sanitation  
man-hours  
July 2012–  
May 2013

256

plaza furnishings

55,112

plaza wifi  
users  
in 2012

72

Flatiron BID  
branded banners

11,000

taxi drop offs at  
the intersection  
of Fifth Avenue  
and 23 Street  
(per weekday)

30,279

square feet  
of public space  
maintained  
by the BID

2,906,280

pounds of  
trash collected  
in FY13

193,752

trash bags  
collected  
in FY13

18,078

directions  
given by  
public safety  
officers  
July 2012–  
May 2013

617.5

height of  
One Madison Park  
(in feet)

1,100,000

plus dollars invested  
in the public plazas  
by the BID since 2008

285

height of the  
Flatiron Building  
(in feet)

26

free Flatiron BID  
events on the  
Flatiron Plazas  
in FY13