



made nice wall mural on 28th.
fresh produce sign at eataly.
parking sign on 23rd.
4 o'clock on the metlife tower.
flatiron shared street speed limit.
subway entrance at 28th.
treadmill speed at mile high run club on 25th.
mixed-use building address on sixth avenue.
linknyc kiosk on lexington avenue.
residential building awning.
welcome mat on 22nd.
12 seconds to cross at park avenue south and 23rd.

2018 Annual Report

Flatiron 23rd Street Partnership

When you consider Flatiron, what comes to mind? The first word I think of is “transformation”, reflecting the dramatic progress the neighborhood has witnessed in the last 12 years.

As we celebrate our 12th anniversary, the Flatiron/23rd Street Partnership Business Improvement District (BID) reflects on innumerable achievements - and those yet to come.

This Annual Report showcases the significant work of the BID over the past year, playfully highlighting just a few of the countless numbers that make the district what it is today: a community of creative thinkers, innovative restaurateurs, cutting-edge businesses, hospitality leaders, and diverse retailers.

In FY18, the BID continued our 12-year track record of accomplishments by enhancing programming, spearheading expanded streetscape and beautification initiatives around the area, and focusing on the future and permanent design of the immensely popular Flatiron Public Plaza.

As we continue to further strengthen the area, we recognize

that we must address the rising costs for core services related to minimum wage increases, as well as expanded programming, and other factors. This year, the BID will seek an assessment increase to be phased in over three fiscal years, starting in FY19. Our goal, as with all we do, is to provide - and expand - the extensive, quality programs and services that our many stakeholders have come to expect.

As always, we thank you for your tremendous support, and for making Flatiron a place that is more than a collection of numbers - a destination, a home, and a community.

Sincerely,

Jennifer Brown

Jennifer Brown
Executive Director

clean streets



As its largest program, the Clean Streets Program is the foundation of the BID's work across the Flatiron District. Contracted through Streetplus, the Clean Team works in all weather conditions to keep the district looking its best.

Members of the Clean Team work throughout the district and on the Public Plazas seven days a week, logging 37,588 service hours through the first ten months of FY18. The district is serviced year-round from 7:00 a.m. to 7:00 p.m. During spring and summer months, service hours are extended districtwide from 6:00 a.m. until 9:00 p.m.

The Clean Team also clears snow from pedestrian crosswalks and passageways whenever winter weather hits. In FY18, the Clean Team used 120 bags, or 6,000 pounds, of snow melt.

In the first ten months of FY18, the Clean Team collected more than 160,390 bags of trash and removed 242 incidents of graffiti. The Clean Team also attended to over 19,209 fixtures such as trash receptacles, tree pit guards, bus stops, benches, traffic signals, news boxes, fire hydrants, and mailboxes.

The Clean Team's work is consistently praised by members of the public. Of the respondents to the 2017 Annual Community Survey, 93.9% said that the Clean Streets program was “very important”, while 85.6% rated the Clean Team's impact on the district as “good” or “excellent”.

public safety



The BID's Public Safety Team works tirelessly to create a welcoming and safe environment for district businesses, residents, and visitors. Contracted through Summit Security, the Public Safety Officers (PSOs) address public safety and quality-of-life concerns throughout the district.

The PSOs patrol the neighborhood year-round and in all weather conditions, from 9:00 a.m. to 7:00 p.m. on weekdays and 10:00 a.m. to 6:00 p.m. on weekends. In the first ten months of FY18, the PSOs documented more than 13,802 issues.

begonias, red coleus, and blue petunias in the warm months, and feature hearty gold thread cypress throughout the fall and winter.

The Park Avenue South median malls featured seasonal plantings from 21st to 28th Streets as tulips ushered in spring. The BID plants and maintains 178 tree pits, complete with custom BID-branded tree pit guards. The flower beds in the pits are planted with spring pansies, dragon wing-leaved begonias in the summer, and ornamental kale and cabbage through fall until the first snow.

All plantings are installed and maintained by the BID's horticulture contractor, A. Bulfamante Landscaping.



Public Plazas: The Public Plazas were created in September 2008 by the NYC Department of Transportation out of temporary materials. The BID maintains the Plazas on Broadway, which extend from 21st to 24th Streets and currently feature 200 chairs, 86 tables, eight benches, 28 granite blocks, 23 BID-branded shade umbrellas, three Bigbelly solar recycling and trash compacting units, and two concessions, illi BOX on the north and Flatiron Green Café on the south. Additionally, the BID's information kiosk, located on the North Public Plaza, offers the BID's “Discover Flatiron Map”, Flatiron Historic Walking Tour rack card, the NYCDOT Bike Map, and seasonal BID event information.

The Public Plazas are adorned with 148 standing planters boasting seasonal plantings. In spring, the BID planted tulips, daffodils, and hyacinths, followed by summer geraniums, hibiscus, petunias, and lantana. Come fall, ornamental cabbage and kale were added, and the holiday season featured blue star juniper, gold thread cypress, pine cones, and eucalyptus along with festive white lights.

The Public Plazas remain very popular and received a 90.6% approval rating in the BID's 2017 Annual Community Survey.

Flatiron Free WiFi: The BID provides a free public WiFi network, “#FlatironFreeWiFi”, to a large area of the neighborhood including the Public Plazas; along 23rd Street from Sixth Avenue to Park Avenue South; along Broadway from 21st to 24th Streets; along Fifth Avenue from 21st to 25th Streets; and along 21st Street between Broadway and Fifth Avenue. The network is generously sponsored by AppNexus.

programming & events



Building off the success of the previous year's expansion, the FY18 Summer Series showed impressive growth. Continuing with eight weeks of free programming in the Public Plazas, the series kicked off with an interactive Summer Solstice Sundial by the National Museum of Mathematics (MoMath). Each Tuesday featured Tech Ed classes in partnership with General Assembly, along with Baruch College, ThoughtMatter, and Touro College. Wellness Wednesdays featured fitness classes from the district's many studios, with support from Athleta Flatiron. Throwback Thursdays included family-friendly games and experiences by The PIT, The Center for Book Arts, The Jazz Gallery, and the Metropolitan Room. New for FY18, the BID introduced “Summer Scoops”: ice cream social events in partnership with Eataly (free gelato) and Shake Shack (free frozen custard). Overall, attendance for the Summer Series increased 201% from FY17.

The 2017 Business Assistance Forum in September focused on entrepreneurship and was held in partnership with Baruch College. Glenn Emanuel, Lecturer of Management at Baruch College Zicklin School of Business, moderated a panel discussion featuring Ben Guttman of Digital Natives, Katherine Quiles of ATAX Jackson Heights, Leanne Shear of Uplift Studios, and David Steingard of Laughing Man Coffee. Guests attended workshops on launching, managing, and growing a business, and breakfast was provided by TD Bank.

In October, NYPD Commanding Officers Brendan Timoney and Christopher Flanagan discussed district safety and neighborhood conditions, and ways to combat identity theft as part of the BID's Intersections Speaker Series on October 17 at TD Bank.

On October 26, friends of the BID gathered for Celebrate Flatiron Partnerships, held on the rooftop of 230 FIFTH. The event was co-chaired by BID Board Members Nick Athanail and Jane Gural Senders and celebrated 11 years of service by the BID in the neighborhood. For the first time, the event included the unveiling of the winner of the Flatiron Public Plaza Holiday Design Competition.

In November, the BID was a “Neighborhood Champion” for Small Business Saturday, recruiting district businesses to offer in-store events and discounts to promote “shopping small”.

The holiday season ushered in the launch of the 2017 holiday installation and the return of “23 Days of Flatiron Cheer”. The BID's holiday program was made possible by the generous support from Presenting Sponsor Meringoff Properties, Supporting Sponsors 212 Fifth Avenue and Sony Square NYC, and Contributing Sponsor Porcelanosa.

This year's installation – *Flatiron Reflection* by Future Expansion – won the fourth annual Flatiron Public Plaza Holiday Design Competition, organized in partnership with the Van Alen Institute. *Flatiron Reflection* was a bundle of

shimmering tubes that created a fragmented column at the scale of the Public Plaza. The fluted perimeter offered niches that could be occupied, while the panoramic central space opened like a stage onto the Plaza. The conical interior form cut out the visual noise of the city to isolate the image of the Flatiron Building and its neighbors on the skyline.

Following the launch event on November 20, the installation served as the backdrop for “23 Days of Flatiron Cheer”, which featured live plaza activations, a social media photo contest, holiday walking tours, a winter solstice event with MoMath, and a holiday food drive with 19 participating district locations. New elements included Flatiron Foodies holiday recipes, Winter Wellness classes, and a holiday gift preview party at Sony Square NYC catered by Merakia.

In early March, the BID partnered with *Where IN New York* to host “Meet the Concierge” at Baruch Performing Arts Center. The event featured a panel of NYC professional concierge staff, including Tim Markman of the district's The NoMad Hotel, and educated Flatiron businesses on tips for working with local hotels to drive visitor and tourist business.

In March, the BID and the Union Square Partnership collaborated on an Intersections Speakers Series welcoming new City Councilmember Carlina Rivera to her Flatiron and Union Square constituents. This free breakfast event was hosted by Almond and included a Q&A with the Councilmember by Spectrum News NY1 Manhattan Reporter Michael Scott.

Every Sunday at 11:00 a.m., the BID sponsors a free, historic walking tour of the neighborhood. The 90-minute tour is led by professional guides and since 2007, the tour has been taken by more than 6,500 people from over 60 countries and 440 cities in the U.S. and Canada.

marketing & communications

Social Media, Website, and Newsletter: The 2017 Annual Community Survey reported the BID's newsletter as the way respondents most commonly accessed BID information, followed by FlatironDistrict.NYC. Flatiron website articles are sent via the e-newsletter every Wednesday to 10,400 subscribers, an increase of 8.6% since FY17.

Both a content hub and business owner portal, FlatironDistrict.NYC is central to the BID's digital communications. In the first ten months of FY18, the BID's website had over 136,911 pageviews. The “Newsroom” offers district news, while “Flatiron Faces” and “Discover Flatiron” history articles focus on the district present and past. The Flatiron guide, events, and deals sections help users get the most out of their visit to the district, and allow business owners to add special offers and events to the site directly.

Social media channels help the BID listen to and share day-to-day happenings in the neighborhood. The BID's Instagram posts and Tweets are featured on the FlatironDistrict.NYC homepage, adding dynamic content. FY18 showed growth and engagement across all social channels. Instagram remains the BID's most popular platform, increasing by 16% in FY18 with 13,576 followers. Twitter and Facebook increased as well, by 7.8% and 43%, respectively. While Facebook is growing fastest by percentage, Instagram continues to attract the largest quantity of new followers.

Sponsorship & Print Materials: The BID sponsorship program provides local businesses and property owners with high visibility branding as they support the BID's efforts. Sponsorships include seasonal streetlamp banners, free public WiFi, districtwide beautification, including the planting of the Park Avenue South Median Malls, branded trash receptacles, and advertisements in the “Discover Flatiron Map”.



75,000 copies of the “Discover Flatiron Map” are printed each year thanks to the support of advertising sponsorships by local businesses. Maps are distributed at ground-floor retailers, restaurants, hotels, colleges, and via the BID's Public Plaza information kiosk. The Map is updated twice annually to keep business listings current and includes local transit lines, Citi Bike docking stations, the free Flatiron WiFi, landmarks, historic districts, and adjacent neighborhoods.

Throughout the year, the BID distributes informative rack cards at the Public Plaza information kiosk, BID events, and various district locations. Seasonal rack cards and direct mail postcards were produced for the Flatiron Summer Series and “23 Days of Flatiron Cheer” holiday programming. The BID distributes Free Historic Walking Tour brochures and “Connect with Us” cards with information on how to contact and follow the BID all year. Additional print materials include the “Welcome Packet” for new stakeholders, “Important Phone Numbers” magnets, and “At-A-Glance NYC Sanitation Regulations”.

neighborhood economic data & reporting

The Flatiron District continues to be one of the most dynamic neighborhoods in New York City as the heart of Silicon Alley and the city's technology, advertising, media, and information (TAMi) sectors. In addition to new companies moving into the district, a number of companies already based in the district, like Tiffany & Co. and BDG Media, announced plans to expand and lease additional office

space in the neighborhood. These signings helped the Flatiron District maintain historically low commercial vacancy rates in FY18. In the first quarter of 2018, the Class A & B vacancy rate within the boundaries of the BID, as reported in CoStar, was 4.1%, while asking rents for Class A & B spaces averaged \$67.49 per square foot.

The BID plays a lead role in highlighting the economic growth of the Flatiron District through the publication of a suite of market data reports. In September, the BID released its annual “Flatiron: Where Then Meets Now” report, which highlighted the strength of the district's retail market and the diverse range of apparel, fitness, and home design tenants deciding to seek out the neighborhood. Other BID publications include the monthly “Retail Opportunities Map” and quarterly “District Market Snapshots”.

With an increasing number of residential developments, more people are now able to call the Flatiron District home. Continuum Company's 65-story Madison Square Park Tower at 45 East 22nd Street was completed in FY18, adding 83 new residential units. Within the boundaries of the BID, there are nearly 5,000 residential units, with an additional 247 units planned or under construction.

Hotel developments, like The NoMad Hotel and The New York EDITION, have been an integral part of the Flatiron District's economic

transformation since the formation of the BID in 2006. Visitors to the Flatiron District will have even more places to stay with the opening of the Freehand Hotel New York at 23 Lexington Avenue. There are now 4,270 hotel rooms in and around the district, an increase of over 78% since 2011.



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.

board of directors

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Adams & Company Real Estate

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Residential tenant

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Department of Small Business
Services Commissioner Gregg
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Honorable Corey Johnson
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Katharine Cobb

executive staff

Jennifer Brown,
Executive Director

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Deputy Director

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Megan Garcia,
Marketing & Community
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Kevin Wender,
Research & Program Associate

Sabrina McFarland,
Part-time Staff Writer

Kimberly Lynch,
Program Intern

2018 annual meeting award recipients

Outstanding Service Award
Matar Ndiaye & Ousmane Sarr

Scott Kimmins
Chairman's Award
Michael Cohen

Partnership Award
National Museum of
Mathematics

sponsors

\$20,000+
212 Fifth Avenue
AppNexus
Colliers International
Meringoff Properties
Tiffany & Co.
Touro College / NYS CAS

\$10,000+
ABS Partners Real Estate, LLC

GFP Real Estate
The NoMad Hotel
Porcelanosa
Sony Square NYC

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Con Edison
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Madison Green
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\$1,000+
225 Fifth Avenue Condominium
ATCO
Castro Properties
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Hotel Henri
Nicholas Athanail, Corcoran
Group Real Estate
Rockrose Development Corp.
The Stanford Condominium
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Greening the District Sponsors
225 Fifth Avenue Condominium
ATCO
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Photographer
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statement of financial position

	UNAUDITED	AUDITED	AUDITED
	APR 2018	JUNE 2017	JUNE 2016
Assets			
Cash	\$895,984	\$1,191,743	\$903,482
Prepaid assets and receivables	50,509	63,226	28,734
Investments	1,496,572	998,890	1,399,860
Security deposits	11,587	11,587	11,587
Total	\$2,454,202	\$2,265,446	\$2,343,663
Liabilities/Net Assets			
Liabilities	\$512,952	\$155,538	\$146,143
Net Assets	1,941,250	2,109,908	2,197,520
Total	\$2,454,202	\$2,265,446	\$2,343,663

statement of activities

	UNAUDITED	AUDITED	AUDITED
	APR 2018	JUNE 2017	JUNE 2016
Support and Revenues			
Assessment revenue	\$1,833,333	\$2,200,000	\$2,200,000
Contributions and other	572,523	713,758	754,288
Total	\$2,405,856	\$2,913,758	\$2,954,288
Expenses			
Marketing	\$401,640	\$531,590	\$484,786
Safety	380,396	396,417	363,445
Sanitation	828,342	961,029	910,939
Social services	108,680	87,208	85,782
Public improvements	556,548	675,614	658,185
Administration	298,908	349,512	345,133
Total	2,574,514	3,001,370	2,848,270
Increase in net assets	\$(168,658)	\$(887,612)	\$110,018

Summary of Financial Statements dated November 10, 2017, prepared by Skodvy Scott & Company CPAs PC. A copy of the complete audited financial statements is available upon request. April 2018 represents 10 months of operations.

FY 2019 approved budget

	ADMIN	MARKETING	PUBLIC SAFETY	SANITATION	SOCIAL SERVICES	PUBLIC IMPROVEMENTS	FY19 BUDGET TOTAL	FY18 BUDGET TOTAL
	Assessment Revenue	—	—	—	—	—	\$2,750,000	\$2,200,000
Contributions	—	\$250,000	\$25,000	\$5,000	—	\$525,000	\$805,000	
Interest income	—	—	—	—	—	10,000	5,000	
Total revenue	—	—	—	—	—	\$3,565,000	\$3,110,000	

	ADMIN	MARKETING	PUBLIC SAFETY	SANITATION	SOCIAL SERVICES	PUBLIC IMPROVEMENTS	FY19 BUDGET TOTAL	FY18 BUDGET TOTAL
	Program Expenses							
Personnel costs								
Total salaries and payroll taxes	\$62,362	\$187,347	\$83,527	\$74,949	\$63,068	\$194,721	\$665,974	\$640,470
Health & other benefits	5,738	8,914	3,560	2,874	2,583	11,287	34,956	\$3,269
Total Personnel Costs	\$68,101	\$196,261	\$87,087	\$77,822	\$65,651	\$206,008	\$700,930	\$683,739