



For Immediate Release

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Flatiron/23rd Street Partnership Celebrates 10 Years of Partnerships at Annual Meeting on June 7th

-Partnership Elects New Board Members, Presents Awards to New York City Dept. of Small Business Services, Honors Security Efforts, Unveils Video Focusing on Neighborhood Transformation-

(New York, N.Y.) – The Flatiron/23rd Street Partnership Business Improvement District (BID) celebrated a decade of partnerships, progress and promise at its 10th Annual Meeting on Tuesday June 7th.

At the event, held at the Grey Group overlooking the BID's twin Public Plazas that anchor many of its activities, close to 200 people – from small business owners to major property owners to residents - gathered to applaud the considerable changes that have transformed the neighborhood since 2006.

"The neighborhood of today is a model of progress and growth, a desirable mixed use community, brimming with commercial activity, residents, visitors from around the world, cultural amenities, and promise," said Jennifer Brown, the BID's Executive Director since its inception.

"This is the result of years of hard work, and many, many individuals," she said, reflecting on the origins of the BID's creation. "Our mission, in many ways, was simple: to provide a clean, safe and welcoming environment for those who work in, live in and visit the district, to beautify it, and to market and promote the diverse business and cultural attractions of the area."

Since those early days, the BID has led a transformation of the neighborhood into a hub of technology, advertising, media and information, and a destination with world-class dining, robust retail options, appealing cultural venues, and vibrant residential life.

Manhattan Borough President Gale Brewer and New York City Department of Small Business Services (SBS) Commissioner Gregg Bishop attended and spoke at the event. Commissioner Bishop said that "BIDS are advocates for the neighborhoods and the businesses in them," crediting the Flatiron BID with being a "strong partner and economic advocate." SBS supports 220,000 businesses across the city, he said, noting, "The only way we can do this is through our support with business improvement districts like the Flatiron BID."

Ms. Brown and BID Board of Directors Chair Gregg Schenker presented the BID's Partnership Award to the New York City Department of Small Business Services, acknowledging the work of Commissioner Bishop and his predecessors, Maria Torres-Springer and Rob Walsh.

The BID presented its Chairman's Award to Macmillan; Outstanding Service Award to 13th Precinct Police Officer Jose Bueno; and Greening the District Awards to 225 Fifth Avenue Condominium, Con Edison, Meringoff Properties, The NoMad Hotel, Tiffany & Co., and Touro College/NYSCAS.

At the meeting, the BID's Board approved its Fiscal Year 2017 budget, and nominated and elected new directors, L and L Holding, Kew Management, and The Estée Lauder Companies.

Capping off the program was a presentation by Mike Slattery, Senior Vice President for Research at the Real Estate Board of New York (REBNY). Mr. Slattery described how Flatiron is part of the city's economic engine and emblematic of the city's transformation.

"The BID's role is to be in the vanguard of changes that are going on in the neighborhood," said Slattery. "The Flatiron/23rd Street Partnership has been exemplary in capitalizing on the neighborhood's strengths."

The BID ended the meeting with a short video, which focused on the amazing neighborhood of today and all that it has to offer.

About the Flatiron/23rd Street Partnership

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.

Learn more at www.FlatironDistrict.nyc

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