



For Immediate Release

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Flatiron Partnership Presents 2014 Awards, Elects New Directors at Annual Meeting Featuring Panel of Culinary Leaders in the District

(New York, N.Y.) – At one of the largest annual meetings in its 8-year history, the Flatiron 23rd Street Partnership Business Improvement District last night presented its 2014 Awards, elected new Directors and held an invigorating panel discussion of restaurateurs focused on the burgeoning dining scene in the neighborhood.

At the event at the Grey Group on Fifth Avenue, nearly 170 attendees learned about significant accomplishments in the Business Improvement District over the last year, and discovered what was on the horizon for Flatiron.

The meeting provided an opportunity to discuss the state of the district, recognize stellar work to improve the district's quality of life, unveil the new website, and bring new members onto the Partnership's Board of Directors.

Jennifer Brown, Executive Director of the Partnership, marked the occasion of the 8th annual meeting by touching on eight key accomplishments, including producing a record number of successful events and programs, continued enhancement of the Public Plazas, expanded WiFi in the district, and heightened marketing and social media efforts.

"We continue to welcome people from around the city, region and world to our district," Ms. Brown said. "Our Clean Team tackled the worst winter in recent history and we also completed our multi-phase tree pit expansion project as part of our beautification efforts."

The Partnership also celebrated its newly revamped website, DiscoverFlatiron.org, the premiere online destination for Flatiron business and property owners, residents and visitors to keep up with the latest news, events and activities in the bustling neighborhood.

"The BID's new website perfectly complements Flatiron's identity as a dynamic 21st century urban business and residential district," Ms. Brown said. "The site is visually vibrant, yet easy to navigate so that people who live in, work in or visit the neighborhood can readily find the information they need."

The new DiscoverFlatiron.org was designed by Flatiron-based RDA International, Inc., an advertising agency that works out of the NeueHouse private workspace collective.

The Partnership's Board of Directors' Chairman, Gregg Schenker, and Ms. Brown presented a series of 2014 Awards.

- James Dill, Executive Director of Housing & Services, Inc. received the Chairman's Award for his longstanding role as Chair of the BID's Social Service Committee.

"Jim has been a guiding force with respect to our homeless outreach program, and has dedicated not only his time but his extensive expertise working in the field of homelessness and supportive housing," Mr. Schenker said.

- TD Bank received the Partnership Award. TD Bank has hosted the Partnership's 12 Speaker Series events since 2009.
- Greening the District Awards were given to Colliers International, Con Edison, Meringoff Properties, The Nomad Hotel, and Tiffany & Company for providing financial support for the BID's district-wide beautification program.
- Two Outstanding Service Awards were presented, to Alexander George, Public Safety Team, and, Wilson Jimenez, Clean Streets Team.

"Alex has a great ability to assist those persons in need and to troubleshoot quality of life issues," Ms. Brown said. "You know that he approaches each day the same way: with a great attitude and a huge smile."

As for Jimenez, he was praised for helping evacuate two men from a van that burst into flames near the Public Plazas.

"If not for Wilson's quick-thinking, the situation may have ended in human tragedy," Ms. Brown said. "His heroic actions made us very proud as we are every day, of the work that our teams do throughout the district."

New members elected to the Board of Directors are: NoMad Hotel and Kaufman Organization (Class A), and General Assembly and Macmillan (Class B).

The event also featured a presentation by Keats Myer, the Executive Director of the Madison Square Park Conservancy, and a panel of culinary experts, who discussed the district's flourishing culinary scene. Moderated by Greg Morabito, Editor of Eater NY, the panel brought together five established and new restaurateurs to discuss the booming neighborhood's culinary scene, now home to a diverse range of eateries featuring foods from around the globe.

"It's been an amazing transformation in Flatiron into a dining destination – one where we've now witnessed the growth of restaurant rows populated by everything from fine dining establishments to quick-service places," said Jennifer Brown, Executive Director of the Flatiron Partnership.

Panelists characterized the culinary "vibrancy" and "diversity" of the neighborhood, and spoke of its evolution into a popular draw for residents, workers and visitors.

"I have colleagues and friends calling and asking if spaces are available," said Ben Daitz, Co-Owner of Num Pang. "The area to me at this point is really the best area in New York City to open a restaurant."

Marc Glosserman, Founder & CEO of Hill Country Hospitality, said Flatiron has become a culinary destination. “There are so many restaurants that are bringing in people, bringing in tourism,” he said.

Marisa May, Co-Owner of SD26 Restaurant and Wine Bar, echoed the other panelists when pointing out that residential patronage is the core supporter of many restaurants in the district. “I can say I know almost everyone in the dining room every night at SD26. They have really embraced us; this is such a great neighborhood,” she said.

Sabato Sagaria, who recently joined the Union Square Hospitality Group as Chief Restaurant Officer, said seemingly every type of food category is represented in the district, remarking that, “The concentration of things in this neighborhood is pretty hard to beat.”

Dario Wolos, CEO and Founder of Tacombi, opened Café el Presidente on West 24th Street recently, and pointed out the atmosphere of the neighborhood as a key attraction. “In Flatiron, we found a strong sense of community on every level,” he said.

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.discoverflatiron.org

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