

For Immediate Release

June 12, 2015

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NYC & Company CEO Fred Dixon Keynotes Flatiron Partnership's Annual Meeting

*-Partnership Elects New Board Members, Honors Property Owners and
Businesses, Safety/Sanitation Members-*

(New York, N.Y.) – The Flatiron/23rd Street Partnership Business Improvement District held its 9th Annual Meeting on Thursday, June 11th, featuring a keynote address by NYC & Company President and CEO Fred Dixon and an awards ceremony recognizing the support of property owners and businesses pivotal to the creation of the district's enhanced wireless coverage.

More than 150 people attended the annual meeting, which was held at Grey Group and also featured remarks by Madison Square Park Conservancy Executive Director Keats Myer and Manhattan Borough President Gale A. Brewer.

Flatiron Partnership Executive Director Jennifer Brown also highlighted a year of accomplishments in the District, building on the theme of this year's annual report, "Going Up."

"Never has the trajectory of the area been more apparent than right now, as we see new businesses opening, new tenants moving in, and major projects – both commercial and residential – coming to fruition in all corners of the district," Ms. Brown said.

Fred Dixon, NYC & Company's President and CEO, explained how Flatiron's vitality helps attract tourists from around the world to New York City and contributes to an economic impact felt in all five boroughs.

"The Flatiron District has extraordinary visitor appeal, thanks in part to the Flatiron 23rd Street Partnership's commitment and a powerful combination of world class cuisine, culture and retail. Sharing its vitality with people from around the globe attracts more visitors to our city and boosts the economic impact of tourism throughout all five boroughs," Mr. Dixon said.

The annual event took place shortly after the Flatiron Partnership announced the substantial expansion of its free WiFi service in the district. The expansion includes a wireless corridor: along 23rd Street from Sixth Avenue to Park Avenue South; along Fifth Avenue from 25th Street to 21st Street; along Broadway from 24th Street to 21st Street; and 21st Street between Fifth Avenue and Broadway.

The corridor expands the Flatiron Partnership's existing WiFi network in its two Public Plazas at Broadway, Fifth Avenue and 23rd Street. The Flatiron Partnership has offered free WiFi in the Flatiron Public Plazas since 2011.

"I want to give Jennifer and her team and all of you great credit for being such a tech leader in terms of a BID," said Manhattan Borough President Gale A. Brewer. "You really should be very proud, because the whole rest of the city is really trying to figure out how to do what you and other BIDs are doing, which is free WiFi for people on plazas and in their neighborhood, so that they can do their business and be part of what I would say every other great city in the world has."

Partnership Awards were presented to property owners and commercial businesses that participated in the WiFi expansion. Awards were given to: ABS Partners Real Estate, Adams & Co., Alan Tanksley, Inc., Argo Tea, Flatiron Green Cafe, illi BOX, L&L Holding Company, Marimekko, Newmark Grubb Knight Frank, Pentagram, SL Green, Two Trees Management Co., and Walter & Samuels.

Flatiron Partnership Chairman Gregg Schenker presented the Partnership's Chairman's Award – which honors exemplary service and dedication to the BID – to Farrell Virga, President and CEO of Meringoff Properties and Vice Chairman of the BID's Board of Directors.

Additionally, the Flatiron Partnership presented two Outstanding Service Awards. The first went to Public Safety Officer Michel Melendez, who has served as the Partnership's Assistant Supervisor since 2007.

"Michel has many attributes, including her integrity, her dedication, and her loyalty to the BID," said Ms. Brown. "She is extremely competent and knowledgeable about the neighborhood and is genuinely concerned about keeping it safe and maintaining a high standard.

The second Outstanding Service Award was presented to Momar Diagne, a member of the Partnership's Clean Streets Team since 2012. "Momar is one of our most dedicated and reliable Clean Streets workers," Ms. Brown said. "He always gives 100% through even the coldest, snowiest winter days and the extreme heat of the summer."

The Partnership presented Greening the District Awards to Con Edison, Meringoff Properties, The NoMad Hotel, and Tiffany & Company for supporting the district-wide beautification program.

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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