

the flatiron experience

2019
annual
report



what does it mean to experience flatiron?

To truly understand—and enjoy—all the neighborhood has to offer?

As you peruse our FY19 Annual Report, you will discover that unique experiences in Flatiron make food more delicious, shopping more immersive, exercise more exhilarating, culture more enriching, work more collaborative, visiting more fun, and family time more memorable.

This historic community has always been on the cutting edge, from its earliest days when the famed Flatiron Building rose to international acclaim, to the 21st century where the district has become a hub of startups and creativity.

It's why I was thrilled to join the Flatiron/23rd Street Partnership earlier this year, to partner with the people and places that make Flatiron a truly distinctive experience, a destination for those looking to establish roots, grow their business, or enjoy a weekend getaway.

Throughout my career in economic development, I've worked to build partnerships, make places special, strengthen communities, and help businesses succeed. Flatiron is a community that is more than the sum of its parts—from the bustling Broadway, Fifth Avenue, and 23rd Street corridors, to the ever-evolving and enticing NoMad neighborhood.

These shared experiences have been buttressed by our Partnership for the past 13 years, cementing Flatiron's appeal as a global destination, where commerce meets culture meets community.

As a Business Improvement District (BID), we are always honing our core services around the highest standards in clean, safe, and beautiful; we're always showcasing our world-renowned Flatiron Plazas as exceptional public spaces that are deserving of their permanent design and reconstruction; and we're always steadfast in our advocacy and support of the

businesses that make the Flatiron experience what it is each day. It's from this belief in a shared Flatiron experience across our greater neighborhood that we draw inspiration to explore expanding our reach and impact in the years ahead.

Flatiron continues to witness significant growth across sectors that blend together seamlessly, which you will discover in the pages ahead. The hotels, restaurants (from fast casual to acclaimed fine dining), wellness studios, tech startups, and a diverse range of retailers provide a myriad of opportunities in a neighborhood where everyone wants to be.

Flatiron has always harnessed the city's energy. The people, places, and things woven into the fabric of the neighborhood illustrate the promise and potential of a truly enriching experience.

We're always changing, growing, and thriving. So, enjoy Flatiron, an experience that emanates.

Sincerely,



James Mettham
Executive Director



the retail experience

“At Wonder Photo Shop customers are encouraged to do something unique with their photos instead of them simply living in their phones or on social media. We’re here to create tangible memories in an instant.”

Jen DiCesare
Retail Store Operations Manager
Wonder Photo Shop

When it comes to shopping, Flatiron has it all: treasured locally-owned stores, pop-up shops, showrooms, flagship locations of world-renowned brands, and—increasingly—experiential retail. The unique experiences that retailers are creating for customers is one reason why many are thriving here.

Wonder Photo Shop (176 Fifth Avenue), for example, is Fujifilm’s only consumer-facing shop in the United States. Customers can turn the selfie they snapped in front of the iconic Flatiron Building into a high-quality printed photo. Intentionally created as a space that’s fun to explore, the store offers DIY scrapbooking and photography workshops, an interactive photo booth, photo gifts, wall décor, and the latest products from Fujifilm’s Instax and X Series camera lines.

Other experiential retailers in the neighborhood include French beauty brand **L’Occitane’s** first and only beauty lounge in North America (170 Fifth Avenue) providing full service facials to showcase various skincare products, the **KOHLER Experience Center** (6 West 22nd Street), where customers can try out the brand’s bath design products in private bathing spaces and enjoy art exhibits, and the **LEGO Store** (200 Fifth Avenue), which offers hands-on fun including a photo booth that transforms portraits into custom LEGO sets.



the wellness experience

“There are so many boutique fitness options out there. We knew we had to stand out and create an experience that people couldn’t get anywhere else. We did that by questioning the status quo that excessive sweating is the byproduct of a great workout experience.”

Jimmy Martin
Co-owner
Brrrn

With over 50 fitness studios and gyms in and around the district, Flatiron has earned its “Fit-District” moniker. But what truly distinguishes the Flatiron fitness scene are one-of-a-kind exercise experiences. At **Brrrn** (107 West 20th Street), the ski-lodge-themed lobby primes guests for the coolest workout around. **Brrrn** is, in fact, the world’s first cool temperature fitness studio. Classes, ranging from a yoga-based session to high-intensity circuit training, are taught in a room kept between 45°F and 60°F. Environmental conditioning, as it’s called, is no gimmick. Working out in cold temperatures can increase exercise efficiency and burn more calories. After class, participants can heat up in **Brrrn**’s communal infrared sauna, the only one of its kind in the city.

These days, experiential wellness in Flatiron extends beyond fitness. Boutique studio **exhale spa** (19 West 21st Street) offers not only a full suite of fitness classes, but also spa-like amenities such as facials, massages, and acupuncture. Local residents, employees, and visitors can enjoy meditation or relaxation sessions at **Inscape** (45 West 21st Street), feel the healing power of acupuncture and herbs at **WTHN** (20 West 22nd Street), or participate in fitness classes and body positivity workshops at **Uplift Studios** (24 West 23rd Street), which seeks to empower women in all aspects of their lives.



the hospitality experience

“We wanted these spaces to become like a living room for the whole neighborhood. Some of the best times in my life were when I rented summer share houses with a big group of my friends. Part of the reason I started the Freehand was because I wanted to replicate that environment, where people could come and have a communal experience.”

Andrew Zabler
CEO
Sydell Group

Flatiron's hospitality sector is not only growing, it's increasingly reflecting the neighborhood's dynamic character and architectural flares. Many of the new hotels are housed in historic buildings and embrace their unique past while reimagining the guest experience for visitors, “staycationers,” and diners alike.

The 395-room **Freehand New York** (23 Lexington Avenue) opened in 2018 in the former George Washington Hotel, once home to storied writers, musicians, and artists. Designers Roman and Williams restored the property's original millwork and embellished its public spaces and guest rooms with custom artwork by students and alumni of Bard College. Curated programming includes fitness classes, art workshops, and live music. **Freehand's** multitude of dining and drinking spots include **Simon & The Whale**, **Studio**, the history-steeped **George Washington Bar**, and **Broken Shaker**, a rooftop bar with sweeping city views. A cozy community room located on the second floor serves as a neighborhood living room. Locals can challenge friends over a game of pinball or shuffleboard for some throwback fun.

The 360-room **James New York NoMad** (22 East 29th Street) is a 1906 Beaux-Arts building that was designated a New York City landmark in 2018. The **James** provides a calm sanctuary with in-room wellness programs and dining services, along with special touches like dream interpretation books, yoga mats, and meditation cushions. **Scarpetta**, the hotel's Italian restaurant that relocated from the Meatpacking District, earned a James Beard nomination for “Best New Restaurant in America” and a rare three-star review from The New York Times.



the family experience

“Play is the work of kids. It’s how they learn. They’re supposed to explore, run around, and be curious. We foster that type of learning and community here. We’re all-inclusive, so parents know their kids can come and play, take a class, eat lunch, and make a day of it.”

Jennifer Strausser
Director of Membership
and Programming
apple seeds

As Flatiron’s residential population has boomed and more families have moved in, an array of innovative businesses catering to kids and parents have opened their doors.

Among the first, **apple seeds** (10 West 25th Street), was founded in 2007 by parents who envisioned a place where young kids could have a wide variety of developmentally appropriate experiences under one roof. Today, the all-in-one play space for newborns to six-year-olds features an indoor playground with permanent and rotating exhibits; a sports gym; 100 classes per week in art, cooking, dance, music, science, and sports; and of course, birthday parties. Over the last decade, **apple seeds** has become a hub for Flatiron families— a place where parents connect with one another, children make their first friends, and lifelong memories are made.

Flatiron is also home to the **National Museum of Mathematics** (11 East 26th Street), or **MoMath**, where innovative exhibits stimulate minds, young and old. Other family venues prioritizing experiences include **PLAYDAY** (122 East 25th Street), with its wide selection of on-demand children’s art classes and creative activities, and **Karma Kids Yoga** (25 West 23rd Street), which offers yoga programs for kids, families, and expectant moms.



the cultural experience

“We have a lot in common with many of our Flatiron neighbors. We create unexpected experiences. We care a lot about the space we’re in and pride ourselves on attention to detail. We love what we do, and we love to talk about it.”

Lisbeth Redfield
Editor and Literary Arts Manager
Pen + Brush

From fine art and photography, to improv comedy and music, culture flourishes in Flatiron. There’s no institution in the neighborhood—or anywhere else in the city—quite like **Pen + Brush** (29 East 22nd Street). The 125-year-old nonprofit fights for gender equity in the arts and showcases the work of female artists and writers in its new two-floor, architect-designed space.

Far from the traditional art gallery, **P+B** prides itself on openness and accessibility. Friendly staff members love sharing their passion for art and literature with visitors and neighbors. They frequently invite curious passersby in from the sidewalk to chat and explore, or just to sit in the lower-level lounge to read a book or eat lunch. **P+B**’s 36 public programs—all free and open to everyone—include art exhibitions, artist talks, poetry and fiction readings, and writing groups. The organization’s 2015 move from the East Village to Flatiron has expanded its profile with the public, art collectors, journalists, and other influencers.

Just a few blocks away, **Baruch Performing Arts Center** (55 Lexington Avenue) immerses audiences in theater, music, dance, literary and spoken word, film, and discussions. And, in 2019, internationally-renowned Swedish photography destination **Fotografiska** will open its first global location in Flatiron’s landmarked Church Missions House at Park Avenue South and 22nd Street.



the workplace experience

“Everything we do at The We Company, from the spaces we curate to the service offerings we provide, is intended to create meaningful human connections.”

Julie Rice
Partner
WeWork

Each day, close to 800,000 people come to work in the Flatiron District. From established international brands with decades of history, to startups that will change the world, businesses know that Flatiron is a close-knit community where they can grow and prosper.

This reputation made the neighborhood a perfect fit for **The We Company** to plant their flagship **Made by We** location (902 Broadway). “Flatiron is a thriving center of commerce and community life in Manhattan,” says Parker Lieberman, Director of Retail Strategy and Operations for **The We Company**.

Made by We is one of over 30 coworking spaces in the neighborhood. What makes the **Made by We** experience unique is a custom version of **WeWork**'s communal work and meeting spaces, with nearly 100 bookable workplace seats. Customers can pay by the minute or day, with no membership required. The space features a retail component showcasing products created by members of the ‘We’ community and a **Bluestone Lane** café that serves artisanal coffee. The space also hosts weekly events, serving as a neighborhood town hall.

Flatiron is home to a number of businesses that offer a curated office experience.

The co-founders of media company **theSkimm** (50 West 23rd Street) turned to their employees to design their new headquarters in Flatiron. **theSkimm**'s office features communal spaces meant to feel like a living room, inspired chalkboard walls, and a conference room that doubles as a wine tasting space. In 2017, international spirits company **Edrington** (14 West 24th Street) relocated its U.S. office to Flatiron, with a design intended to feel as comfortable as working from home—two kitchens, thoughtfully selected furniture and art, and a world-class cocktail bar elevate the office experience.



the dining experience

“I wanted to build a platform where we can create a community around healthy food that tastes great, which guests can then reproduce at home.”

Chef David Bouley
Bouley at Home

With over 220 restaurants, bars, and casual dining establishments, the Flatiron District continues to grow as a major food destination. The diverse range of dining options attracts New Yorkers from all five boroughs and tourists from across the globe.

In 2017, the internationally-acclaimed Chef David Bouley created a truly special dining experience in the heart of the Flatiron District. **Bouley at Home** (31 West 21st Street) is a restaurant unlike any other. The layout features ovens and cabinets around the perimeter, and three cooking stations adjacent to dining counters, so guests can sit across from chefs as they prepare meals—as if they were in their very own kitchens. Five video monitors are displayed throughout the space to demonstrate cooking techniques and stream live commentary from experts via Skype. **Bouley at Home** also hosts cooking classes. The goal is to have guests watch, learn, and have conversations with world-renowned chefs, so they can understand the science behind the food they eat and bring what they have learned to their home kitchens.

Extraordinary food experiences in the district include **The Dessert Bar** below **Patisserie Chanson** (20 West 23rd Street), which touts a dessert tasting menu that is elaborately plated in front of guests and features customized cocktail pairings; **Cha Cha Matcha** (1158 Broadway), an Instagrammable bright pink café with neon palm trees offering a wide range of highly-visual matcha products; and **Eataly NYC Flatiron** (200 Fifth Avenue), a sprawling Italian market where visitors can eat, shop, and learn at its host of restaurants, take-away counters, two-story wine shop, and cooking school.



PORCELANOSA

Flating
3rd
Partner

a clean experience

Rain or shine, the BID's Clean Team keeps the district looking its best. As the BID's largest program, the Clean Team painstakingly maintains the district's streets, sidewalks, and Flatiron Public Plazas.

Contracted through Streetplus, the Clean Team services the neighborhood seven days a week, logging 38,442 service hours through the first 10 months of FY19. Uniformed Clean Team members work from 7:00 a.m. to 7:00 p.m. year-round with extended districtwide hours from 6:00 p.m. to 9:00 p.m. during the busy spring and summer months. The Clean Team collected more than 155,065 bags of trash and removed 342 large incidents of graffiti in the first 10 months of FY19. Clean Team members keep streetscape assets, including BID-branded trash receptacles, tree pit guards, fire hydrants, mailboxes, bus stops, benches, and traffic signals in tip-top shape by power washing, painting, and scraping on a daily basis.

When winter weather strikes, the Clean Team clears snow from the busy crosswalks and pedestrian passageways in and around the Flatiron Public Plazas. This past winter, the Clean Team spread 95 bags, or 4,750 pounds, of snow and ice melt.

Flatiron constituents notice and appreciate the Clean Team's efforts. Of the respondents to the 2018 Community Survey, 93.2% indicated that the program was "very important," while 84.2% stated the Clean Team's impact on the neighborhood was "good" or "excellent," and nearly two-thirds of survey respondents stated that Flatiron is cleaner than most Manhattan neighborhoods.



a safe experience

Public Safety Team

The BID's Public Safety Team serves as Flatiron ambassadors for district businesses, residents, and visitors. In addition to fostering a welcoming, safe environment, Public Safety Officers (PSOs) distribute materials to district businesses, such as the Discover Flatiron Map, and disseminate information to tourists and locals alike.

Contracted through Summit Security, the PSOs patrol the neighborhood on foot year-round and in all types of weather. PSOs work each day, from 9:00 a.m. to 7:00 p.m. on weekdays, and 10:00 a.m. to 6:00 p.m. on Saturdays and Sundays. While in the field, PSOs monitor and note activities and conditions, and in the first 10 months of FY19, they documented more than 5,000 issues and provided directions and other information to more than 4,250 individuals.

For the third consecutive year, the BID partnered with the New York City Police Department Paid Detail program along Broadway in the northwest part of the district. The program continues to be appreciated by nearby ground floor retail businesses and property owners.

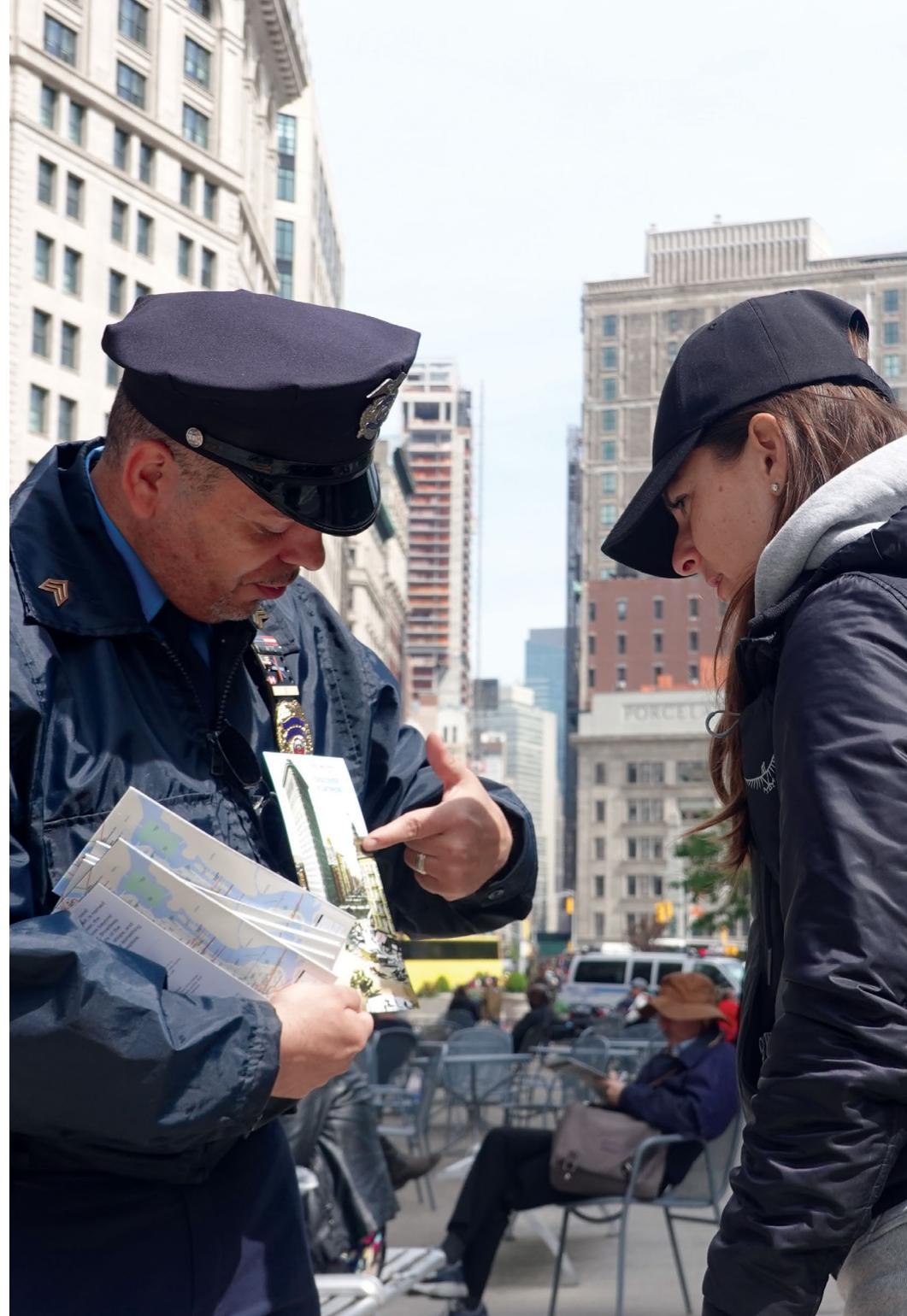
In the 2018 Community Survey, 86% of respondents rated the Public Safety Program as "very important," and 92% of respondents stated that Flatiron is as safe, or safer, than other Manhattan neighborhoods.

2018 Steam Pipe Explosion

The BID played an integral role in response to the Fifth Avenue steam pipe explosion on July 19, 2018. The BID immediately coordinated with representatives from NYC Emergency Management and NYC Department of Small Business Services (SBS) Emergency Response Unit to distribute real-time information to Flatiron business owners, employees, and residents via social media, the e-newsletter, and printed fliers that were hand-delivered by PSOs and BID staff.

The BID also helped organize the July 23 community briefing at The Clinton School and assisted with coordination of an SBS mobile unit reception center for affected businesses. The BID tracked the closings, inspections, and subsequent reopenings of affected buildings and businesses throughout the recovery process, and disseminated information about the Renaissance Economic Development Corporation's low interest emergency loan program for impacted businesses.

Two weeks after the incident, the BID partnered with NYC & Company, New York's official marketing, tourism, and partnership organization, on #FlatironOpenForBusiness, a digital marketing campaign that showcased the reopening of businesses in and around the Flatiron District.



the outreach experience

The BID continued its partnership with the nonprofit Urban Pathways in FY19 to provide critical services to individuals and families living without shelter. Trained outreach employees offered ongoing assistance to those in need. The two-person team worked with individuals to understand and address their specific needs; develop personal relationships; provide transportation to shelter and treatment facilities; and work with the individuals on referrals for a more permanent housing solution.

Urban Pathways engaged with more than 140 individuals in the Flatiron District more than 1,000 times in the first 10 months of FY19, and 24 were provided with temporary shelter or housing, or placed in a treatment program—a 20% increase in placements year-over-year.

The BID's Homeless Outreach Team is on duty five days a week, including late-night and early-morning shifts in collaboration with the NYPD 13th Precinct. Shift hours vary depending on trends, conditions, time of year, and neighborhood needs.

Each year, Urban Pathways records all client interactions and creates reports that summarize seasonal and location trends. Seasonal summary reports concluded that there was a 37% decrease in new client encounters during summer 2018, and a 75% decrease in new client encounters during winter 2018 when compared to the previous year. The BID shares these reports with the 13th Precinct, neighborhood stakeholders, and City partners to foster supportive outreach and placement efforts.

The BID is committed to engaging with those in need within the neighborhood through this outreach program, both by educating individuals about the range of services available and connecting them with services whenever possible.



the streetscape experience

Public Plazas

The Flatiron Public Plazas, situated at the heart of one of the city's most recognizable intersections, celebrated 10 years in September 2018. The BID maintains the plazas on Broadway, which extend from 21st to 24th Streets and feature moveable tables and chairs, branded shade umbrellas, Bigbelly solar recycling and trash compacting units, and the BID's information kiosk stocked with the "Discover Flatiron Map," Flatiron Historic Walking Tour rack card, seasonal event information, and the NYC Department of Transportation (NYCDOT) Bike Map.

Each season, a new iteration of plantings brings color to the 148 standing plaza planters. In spring, tulips, daffodils, and hyacinths grow, and geraniums, petunias, hibiscus, and lantana thrive in summer. When the weather cools, the fall installation includes decorative cabbage and kale, and the holiday season features blue star juniper, gold thread cypress, pine cones, and eucalyptus along with festive white LED lights.

The popular Flatiron Public Plaza food and beverage kiosks were removed in January 2019 during an open Request for Proposals (RFP). The BID plans to unveil two new food and beverage kiosks, one in the North Plaza and one in the South Plaza, in summer 2019.

The decade-old plazas are constructed out of temporary materials and call for permanent reconstruction. The BID, along with the Madison Square Park Conservancy, NYCDOT, and NYC Department of Design & Construction (DDC), is collaborating on the design of the permanent plazas, and adjacent Worth Square. In February 2019, DOT and DDC hosted a public workshop with draft proposals that will enhance the 37,000 square-foot area with improved

accessibility, seating, greenery, and lighting. The project's design and scope will be completed by the end of FY19 prior to the City formally initiating the project and allocating capital funding.

District Streetscape & Beautification

Throughout the Flatiron District, 178 tree pits are planted and maintained by the BID. The tree pit beds are planted with pansies in the spring, dragon wing-leafed red begonias in the summer, and ornamental cabbage and kale in the fall. From 21st to 28th Streets on Park Avenue South, the BID greens and beautifies the median malls each season, including thousands of tulips as a sure sign of warmer weather each spring. Now districtwide, the BID's hanging basket program brings white begonias, red coleus, and blue petunias to 115 locations in spring and summer and gold thread cypress in fall and winter.

Flatiron Free WiFi

"#FlatironFreeWiFi," the BID's public WiFi network, is available in a large area of the neighborhood including the Flatiron Public Plazas. The BID also provides free WiFi along 23rd Street from Sixth Avenue to Park Avenue South; along Fifth Avenue from 21st Street to 25th Street; along Broadway from 21st to 24th Streets; and on 21st Street between Broadway and Fifth Avenue.

In FY19, the BID began upgrading the network's hardware that will result in a faster, more reliable public WiFi experience. The network is generously supported by a new BID sponsor, the School of Visual Arts.



the event experience

The 2018 Flatiron Summer Series provided eight weeks of free programming in the Flatiron Public Plazas. Each Tuesday featured Tech Ed classes by local tech experts in partnership with General Assembly. Wellness Wednesdays, with support from Athleta Flatiron, featured fitness classes hosted by area studios. Throwback Thursdays included games, activities, and performances by neighborhood businesses and venues. The BID also reprised “Summer Scoops,” ice cream social events with Eataly and Shake Shack, and a summer solstice sundial in partnership with the National Museum of Mathematics (MoMath).

The 2018 Business Assistance Forum, “Power Up! Leveraging Technology for Small Business Growth” was held in September, in partnership with Baruch College. The event kicked off with a discussion with Councilmember Carlina Rivera and Rachel Van Tosh, SBS Deputy Commissioner of the Division of Business Services. Attendees then joined workshops on utilizing technology for small business while enjoying breakfast provided by TD Bank.

In October, Celebrate Flatiron Partnerships, the BID’s largest networking event, was held on the rooftop of 230 FIFTH. The event was co-chaired by BID Board Members Nick Athanail and Jane Gural-Senders and celebrated 12 years of service by the BID in the neighborhood.

In November, the BID, Union Square Partnership, and the Village Alliance presented “Before Disaster Strikes,” to offer vital information on emergency preparedness. The event was hosted by Con Edison and featured a discussion with NYC Emergency Management, SBS, and business owners affected by unforeseen disasters sharing best practices.

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

To kick off the holiday season, the BID hosted a launch party for the 2018 holiday design installation and “23 Days of Flatiron Cheer.” The BID’s holiday program was made possible by the generous support from sponsors Meringoff Properties, 212 Fifth Avenue, and Sony Square NYC.

“Happy” by Studio Cadena was the winner of the BID’s fifth annual Flatiron Public Plaza Holiday Design Competition, in partnership with the Van Alen Institute. “Happy” featured 24 yellow transparent vinyl screens draped from an open frame. With its rich color, “Happy” infused its surroundings in a warm, saturated glow.

The installation served as the backdrop for “23 Days of Flatiron Cheer,” which featured live plaza activations, social media contesting, holiday walking tours, selfie kaleidoscopes with MoMath, and a holiday food drive. The program also included Flatiron Foodies holiday recipes, winter fitness classes, and a holiday party at Sony Square NYC catered by Merakia.

In April, the BID hosted an Intersections Speakers Series at ilili. Titled “Digital Marketing: How to Tell Your Story,” the event featured Scott Kerr, President of Silvertone Consulting and Dara Mersky, Marketing Director of Flatiron business WTHN. Attendees also enjoyed a light breakfast care of ilili.

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 has been taken by more than 7,100 people from 467 cities, 44 states, and 60 countries since 2007.



the marketing experience

Social Media, Website, and Newsletter

Both a content hub and business owner portal, FlatironDistrict.NYC is central to the BID's digital communications. In the first 10 months of FY19, the BID's website had over 111,000 pageviews. Articles and content for the website are produced by BID staff. The "Newsroom" displays district news and business openings. "Flatiron Faces" showcases members of the community, while "Discover Flatiron" focuses on Flatiron's history. "Flatiron Foodies" highlights signature recipes from BID restaurants. The guide, events, and deals sections of the website help users enjoy the neighborhood and allow business owners to add information directly to the website. In FY19, the BID teamed up with Live XYZ to enhance the Flatiron Guide with real-time information, events, and contacts for district businesses.

In September, the BID launched a new "Digital Welcome Packet" to supplement the physical welcome packets staff provide to new businesses. This specifically designed email is customized to new ground-floor retail and upstairs commercial tenant needs and serves as an introduction to BID resources.

The 2018 Community Survey reported the BID's newsletter as the most commonly accessed BID information source. BID-curated articles and neighborhood information are sent via the e-newsletter every Wednesday. The BID added over 1,300 new subscribers in FY19 for an increase of 13% over FY18. The BID boasts 10,045 e-newsletter recipients.

The BID's social media channels are the second most common way to access BID information, surpassing the BID's website for the first time. FY19 showed growth across all social channels. Instagram remains the BID's most popular platform, increasing by 46% in FY19 with 19,800 followers. Twitter and Facebook each showed an increase, by 4% and 19%, respectively.

Sponsorship & Print Materials

The BID sponsorship program provides district stakeholders with opportunities to support the BID while receiving recognition for their business. Sponsorships include free public WiFi, "Discover Flatiron Map" advertisements, seasonal streetlamp banners, and district beautification, including branded trash receptacles and Park Avenue South Median Mall plantings.

"Discover Flatiron Maps" are distributed throughout the district at ground-floor retailers, restaurants, hotels, colleges, and via the BID's Public Plaza information kiosk. In FY19 the BID added six new points of distribution at nearby areas of interest: the Empire State Building, Herald Square, Greeley Square, Bryant Park, and two locations in Penn Station. The Map is updated twice annually and includes local transit lines, Citi Bike docking stations, free WiFi hotspots, landmarks, historic districts, and adjacent neighborhoods. With the support of advertising sponsorships, 75,000 copies of the "Discover Flatiron Map" are printed annually.

The BID distributes print materials at the Public Plaza information kiosk, BID events, and other district locations. Historic Walking Tour brochures and "Connect with Us" rack cards are available throughout the year. Seasonal rack cards and direct mail postcards are produced for the Flatiron Summer Series and "23 Days of Flatiron Cheer" holiday programming. Additional print materials include the welcome packet, "Important Phone Numbers" magnets, and "At-A-Glance NYC Sanitation Regulations."



the economic experience

As major retailers, entrepreneurs, office tenants, and residents continued to move into the neighborhood, the Flatiron District reinforced its reputation as a center for business growth and attractive amenities in FY19.

With a high concentration of office tenants, Flatiron boasts a growing workforce of 750,000-plus daytime employees. Advertising, marketing, and media companies lead the way with 27.2% of neighborhood lease signings. Flatiron is also a major location for coworking spaces. Knotel opened eight locations throughout the neighborhood; Spaces signed a lease for over 100,000 square feet at 287 Park Avenue South; and WeWork leased the entire building at 35 East 21st Street and debuted Made by We, a new on-demand coworking space. In the first quarter of 2019, the Class A & B vacancy rate within the boundaries of the BID was 4.9%, while asking rents for Class A & B spaces averaged \$67.36 per square foot.*

In September, the BID released its annual "Flatiron: Where Then Meets Now" economic data report depicting the Flatiron District as a hospitality hotspot and showcasing area hotels as catalysts for business development. Since 2011, there has been a 93.8% increase in hotel rooms in and around the neighborhood, and there are currently 1,640 hotel rooms under development. Many hotels, like the newly opened Freehand and James New York NoMad, feature influential ground and rooftop level businesses that serve as both tourist attractions and community destinations. The growth in the district's hospitality sector has led to an uptick in world-class dining, retail, and entertainment venues, which have established themselves as popular local gathering places.

Since 2014, there has been a 36% increase in the number of gyms and studios in and around the district. Additionally, a number of boutique wellness and beauty studios debuted in FY19, along with several medical practices that utilize advanced technology and curate personalized client experiences.

Flatiron's dining options were identified as the number one reason why visitors come to the neighborhood in the BID's 2018 Community Survey. The neighborhood touts over 220 restaurants, bars, and fast-casual food establishments that make up 18.1% of Flatiron ground-floor businesses.

The district is evolving into a destination for families with an influx of amenities, including play spaces, elementary schools, and residential building developments. Toll Brothers City Living's 133-unit condominium project has helped transform the southwest corner of 23rd Street and Lexington Avenue, featuring 26,600 commercial square feet on the ground-floor. Anbau Enterprises and COOKFOX Architects celebrated the groundbreaking of their 24-story condominium development at 39 West 23rd Street, which will create an additional 44 homes. The residential population in the Flatiron District is projected to reach 254,331 by 2023, a 5.2% increase since 2010.

Throughout the year, the BID publicizes a suite of economic reports, including monthly retail opportunity tracking and quarterly district snapshots, available at FlatironDistrict.NYC.

*As reported by CoStar, Q1 2019.



statement of financial position

	UNAUDITED April 2019	AUDITED June 2018	AUDITED June 2017
Assets			
Cash	\$1,304,463	\$445,722	\$1,191,743
Prepaid assets and receivables	80,259	25,560	63,226
Investments	1,312,755	1,500,403	998,890
Security deposits	11,587	11,587	11,587
Total	\$2,709,064	\$1,983,272	\$2,265,446
Liabilities/Net Assets			
Liabilities	\$662,819	\$209,290	\$155,538
Net assets	2,046,245	1,773,982	2,109,908
Total	\$2,709,064	\$1,983,272	\$2,265,446

Summary of Financial Statements dated October 26, 2018, prepared by Skody Scot & Company CPAs PC. A copy of the complete audited financial statements is available upon request.

statement of activities

	UNAUDITED April 2019	AUDITED June 2018	AUDITED June 2017
Support and Revenues			
Assessment revenue	\$2,291,667	\$2,200,000	\$2,200,000
Contributions and other	668,906	770,872	713,758
Total	\$2,960,573	\$2,970,872	\$2,913,758
Expenses			
Marketing	\$417,553	\$558,688	\$531,590
Safety	402,978	469,433	396,417
Sanitation	926,247	1,037,597	961,029
Social services	112,687	140,146	87,208
Public improvements	499,399	735,378	675,614
Administration	329,446	365,556	349,512
Total	\$2,688,310	\$3,306,798	\$3,001,370
Increase in net assets	\$272,263	-\$335,926	-\$87,612

April 2019 represents 10 months of operations.



fiscal year 2020 approved budget

	Admin	Marketing	Public Safety	Sanitation	Social Services	Public Improvements	FY20 Budget Total	FY19 Budget Total
Assessment Revenue	—	—	—	—	—	—	\$3,000,000	\$2,750,000
Contributions	—	\$250,000	\$35,000	\$5,000	—	\$535,000	825,000	805,000
Interest income	—	—	—	—	—	—	15,000	10,000
Total Revenue							\$3,840,000	\$3,565,000
Program Expenses								
Personnel costs								
Total salaries and payroll taxes	\$75,475	\$217,162	\$83,222	\$76,806	\$61,529	\$240,213	\$754,407	\$665,974
Health and other benefits	4,807	7,546	3,243	3,068	1,973	13,003	33,640	34,956
Total Personnel Costs	\$80,282	\$224,708	\$86,465	\$79,874	\$63,502	\$253,216	\$788,047	\$700,930
Direct Expenses								
Outside contractors	\$8,000	\$110,000	\$490,000	\$1,160,000	\$110,000	\$500,000	\$2,378,000	\$2,267,500
Program equipment	—	—	2,000	20,000	—	—	22,000	14,270
Program supplies	—	55,000	—	—	2,000	30,000	87,000	63,500
Tree pits	—	—	—	—	750	25,000	268,950	233,800
Project expenses	—	243,000	—	—	—	—	—	10,000
Total Direct Expenses	\$8,000	\$408,200	\$492,000	\$1,180,000	\$112,750	\$555,000	\$2,755,950	\$2,589,070
Total Program Expenses	\$88,282 (2.5%)	\$632,908 (17.9%)	\$578,465 (16.3%)	\$1,259,874 (35.5%)	\$176,252 (5.0%)	\$808,216 (22.8%)	\$3,543,997 (100%)	\$3,290,000
Total general operating							281,000	265,000
Total expenses							\$3,824,997	\$3,555,000
Contingency							15,003	10,000
Excess revenues over expenses							0	0

board of directors and staff

Class A

Property Owners

Gregg Schenker, Chairman

ABS Partners Real Estate

Michael Cohen, Vice Chair/

Andrew Roos

Colliers International

James Buslik, Treasurer

Adams & Company Real Estate

Jason Vacker, Assistant

Treasurer

Meringoff Properties, Inc.

Nicholas Athanail, Secretary

The Stanford Condominium

Evan Altman

The NoMad Hotel

Thomas Cook

ATCO Properties &
Management, Inc.

Jim Dill

Housing & Services, Inc.

Gail Duke

New York Life Insurance
Company

Kristi Forbes

Rudin Management/
FortyOne Madison

Marc Glosserman

225 Fifth Avenue

Grant Greenspan/

Michael Kaufman

Kaufman Organization

Paul Januszewski

Rockrose Development Corp.

Leslie Spira Lopez

Kew Management

Jane Gural-Senders

GFP Real Estate, LLC

Jed Walentas/Daniel Conlon

Two Trees Management Co., LLC

Peter Weiss

Walter & Samuels, Inc.

Robert McClary

L&L Holding Company

Class B

Commercial Tenants

Lois Eida

Lois Lane Travel

Bob Hayes

The Estée Lauder
Companies Inc.

Frederick Locker

Rubie's Costume Co.

Alec O'Doherty

Tiffany & Co.

Mickey Slevin/Lizzie Livingston

General Assembly

Alexandra Valdes-Fauli

Shake Shack

Class C

Residential Tenants

Joseph B. Rose

Residential tenant

Class D

Public Representatives

Honorable Bill de Blasio

Mayor of the City of New York
(represented by NYC Dept. of
SBS Commissioner
Gregg Bishop)

Honorable Scott M. Stringer

Comptroller of the City
of New York

Honorable Gale Brewer

President of the Borough
of Manhattan

Honorable Corey Johnson

Speaker of the New York City
Council

Class E

Community Boards and Nonprofit Organizations

Community Board 4

Burt Lazarin, Chair

Community Board 5

Vikki Barbero, Chair

Community Board 6

Molly Hollister, Chair

Baruch College

Katharine Cobb

Executive Staff

James Mettham

Executive Director

Kurt Cavanaugh

Director of Planning, Streetscape
& Capital Projects

Scott Kimmins

Director of Operations

Megan Garcia

Director of Marketing &
Outreach

Kimberly Lynch

Senior Marketing Associate

Sabrina McFarland

Part-time Staff Writer

Sage Ferdinand

Event Intern

Deirdre Heavey

Program Intern

awards, sponsors, and friends

2019 Annual Meeting Award Recipients

Outstanding Service Award

Samuel Ortiz, Sr.—Flatiron Public Safety Team

José Rodriguez—Flatiron Clean Team

Chairman's Award

Gregg Schenker, ABS Partners Real Estate

Partnership Award

Uplift Studios

Sponsors

\$20,000+

Colliers International

Madison Equities (212 Fifth Avenue)

Meringoff Properties, Inc.

School of Visual Arts

Tiffany & Co.

\$10,000+

ABS Partners Real Estate, LLC

GFP Real Estate

Sony Square NYC

The NoMad Hotel

\$5,000+

Con Edison

Freehand New York

Housing & Services, Inc.

Madison Green

New York Life Insurance Company

Pan Am Equities (The Caroline)

TF Cornerstone

The Home Depot

Walter & Samuels, Inc.

\$1,000+

225 Fifth Avenue Condominium

Castro Properties

Columbia Property Trust

Grey Group

Hanky Panky

Nicholas Athanail, Corcoran

Group Real Estate

Rockrose Development Corp.

The Stanford Condominium

Swann Auction Galleries

Two Trees Management Company, LLC

wagamama

Windsor Management Corp.

Greening the District Sponsors

225 Fifth Avenue Condominium

Con Edison

Meringoff Properties, Inc.

Rockrose Development Corp.

Tiffany & Co.

The NoMad Hotel

Friends of the Flatiron/23rd Street Partnership

The Center for Book Arts

Poster House

Royalton New York

Renaissance New York Chelsea Hotel

Scampi

Vanguard Chelsea

School of Visual Arts

Credits

Design

Pentagram

Photographer

Martin Seck



About Us

The Flatiron/23rd Street Partnership Business Improvement District, formed in 2006, is a nonprofit organization whose mission is to enhance the reputation of Flatiron and NoMad as two 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 area.

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