Flatiron BID Expansion

Flatiron Business Improvement District (BID) Expansion

Public Information Meeting
October 10, 2019

Flatiron District, NYC
Public Information Meeting

Agenda

• About the Partnership
• BID Expansion Process
• Next Steps
• Comments & Questions
What is the Flatiron/23rd Street Partnership?
About The Partnership

The Flatiron/23rd Street Partnership Business Improvement District (BID), formed in 2006 by property owners, businesses, residents, and others with a stake in the Flatiron District, is a non-profit organization with a focus on community improvements and economic development.

The BID’s mission is to enhance the reputation of Flatiron and NoMad as two of New York’s most vital and exciting neighborhoods. Since 2006, the neighborhood has seen profound changes for the better.

Business Improvement Districts: Public-Private Partners

A Business Improvement District (BID) is a formal organization made up of property owners and commercial tenants who are dedicated to promoting economic development and improving an area’s quality of life. There are 76 BIDs operating in New York City that invest over $158.9 million to serve over 93,000 businesses in all five boroughs.
Since the BID's launch in 2006, the neighborhood has seen profound changes for the better - and the BID has played a major role in affecting that change.
What services does the BID provide?

- **Sanitation**: Street maintenance seven days a week keeps the district as free of litter and graffiti as possible.
- **Safety**: Public Safety Officers act as neighborhood ambassadors, document safety concerns, and notify authorities of quality of life issues.
- **Homeless Outreach**: Trained outreach workers offer ongoing assistance and program referrals to those in need.
- **Marketing**: Connect local stakeholders through the BID’s website, electronic newsletter, social media outlets, and community events.
- **Public Improvements**: Beautification of the neighborhood through tree pits, standing planters, hanging flower baskets, Park Avenue Median Malls, and Flatiron Public Plazas.
- **District Advocacy**: Act as a liaison with community boards and city government on issues impacting the neighborhood.
FY 2019 BID Service Impacts

- 186K+ trash bags collected
- 1.2K+ encounters with homeless individuals to offer services
- 35K+ social media followers
- 411 tree pits, standing planters, and hanging flower baskets
- 10K newsletter subscribers
- 443 graffiti removals
- 5.2K interactions between Public Safety Officers and the public
Proposed BID Expansion
As the neighborhood grows and evolves, so does the need for further district-wide promotions, advocacy, and public realm services & enhancements.

The expansion will form a more cohesive, clean, safe, and vibrant district that nurtures and facilitates the dynamic Flatiron experience throughout NoMad, the 6th Avenue gateway, and 20th Street.

**Key Facts**

- **Block Faces:** 100
- **Properties:** 1,373*
- **Total Businesses:** ~1,300
- **GF Businesses:** 430
- **Hotels:** 19
- **Residential Units:** ~5,000

*includes residential condo units
Steering Committee:

Formed: 2016

- 29th Street Association
- The Stanford Condominium
- Kew Management
- Colliers International
- Union Square Hospitality Group
- Rudin Management
- GFP Realty
- Vornado
- Durst Organization
- Albanese Organization

- Kaufman Organization
- L&L Holding Company
- Walter & Samuels
- Koeppel Rosen
- Savanna Fund
- Block Buildings
- Lois Lane Travel
- The NoMad Hotel
- Flag Luxury Group
NYC’s BID Expansion Process

- Form Steering Committee
- Create Statement of Need
- Conduct Needs Assessment Survey
- Develop Expansion Plan (Amended District Plan)
- Conduct Outreach & Document Support
- Hold Public Meetings
- Legislative Phase
Outreach To Date

• Needs Assessment Survey Direct Mailing (Fall 2018)
• BID Expansion Brochure Direct Mailing (August 2019)
• Newsletter E-Blast (weekly)
• Ground Floor Business Canvassing (Fall 2019)
• Co-op/Condo Association Direct Mailing (October)
• Multiple conversations with local stakeholders (ongoing)
Services You Will Receive: **Public Improvements**

- **District-wide Horticulture Program:** Build out tree pits & tree pit guards, install streetlamp hanging flower baskets and standing street planters, and advocate for City Lights. Plant seasonal flowers and plants in Park Avenue South malls, hanging baskets, tree pits, and standing planters.

- **Branded Trash Receptacles:** Place neighborhood-branded trash cans at high-traffic intersections that will be serviced multiple times per day.

- **Streetscape Design & Safety:** Plan and advocate for street and sidewalk safety enhancements and public realm amenities.
Services You Will Receive: **Sanitation, Safety, & Social Services**

- **Clean Streets:** Sweep streets, clear debris and graffiti, shovel snow, and disburse ice melt during winter storms. The Clean Team works year-round (7 am – 7 pm) with extended hours in warm months (6 am – 9 pm).

- **Public Safety:** Address quality-of-life concerns and serve as neighborhood ambassadors in the district. Public Safety Officers are on duty year-round (9 am - 7 pm on weekdays, and 10 am - 6 pm on weekends), partnering with BID’s Director of Operations & local NYPD precincts.

- **Homeless Outreach:** Offer assistance to those living without shelter in the district. Trained outreach professionals work with individuals to understand and address their needs during daytime and overnight shifts in coordination with the NYPD and DHS.
Services You Will Receive: **Marketing, Branding & Programming**

- **Digital Marketing/Communications:** Curate an online presence that includes a content-driven website, email newsletter & social media platforms.

- **Programming & Events:** Integrate district partners into placemaking events tailored to specific audiences throughout the year.

- **District Branding:** Signal a historic and vibrant neighborhood with consistent branding across physical assets, digital properties & collateral.

- **Collateral & Print Communication:** Convey district messaging with informational cards, maps, posters, and postcards convey district messaging.

- **Sponsorships:** Showcase the commitment of local partners to the neighborhood and tout community values through visible support of programs.
We serve as a community resource for our coworkers, businesses & residents...

- Convey important information and economic trends
- Promote neighborhood events
- Provide access to city government
- Serve as a resource for emergency management
- Market local businesses and work to attract new ones
### Expanded BID Program Budget

<table>
<thead>
<tr>
<th>BID Program</th>
<th>Annual Budget Allocation</th>
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<tbody>
<tr>
<td>Sanitation</td>
<td>$2,100,000</td>
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<tr>
<td>Public Safety</td>
<td>$825,000</td>
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<tr>
<td>Marketing</td>
<td>$850,000</td>
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<tr>
<td>Social Services</td>
<td>$300,000</td>
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<tr>
<td>Public Improvements</td>
<td>$1,300,000</td>
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<tr>
<td>Administration</td>
<td>$480,000</td>
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<tr>
<td>Reserve/Contingency</td>
<td>$145,000</td>
</tr>
<tr>
<td><strong>Total Assessment Budget</strong></td>
<td><strong>$6 million</strong></td>
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**Breakdown of Proposed Assessment Budget**
- Current BID Area: **$3.25 million**
- Proposed Expansion Area: **$2.75 million**
Assessment Rates
Per the BID’s assessment formula, each benefited property owner’s annual contribution is based on the following property uses:

<table>
<thead>
<tr>
<th>Property Type</th>
<th>Approximate Assessment Rate</th>
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<tbody>
<tr>
<td>Commercial/Retail</td>
<td>15.5¢ per square foot</td>
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<tr>
<td>6&lt;sup&gt;th&lt;/sup&gt; Avenue Mixed-Use Buildings</td>
<td>8.5¢ per square foot</td>
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<tr>
<td>(Built after 1996)</td>
<td></td>
</tr>
<tr>
<td>Parking Lots (no structures)</td>
<td>15.5¢ per square foot</td>
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<tr>
<td>Residential Only</td>
<td>$1 per year</td>
</tr>
<tr>
<td>Vacant Parcels</td>
<td>$1 per year</td>
</tr>
<tr>
<td>Not-for-Profit &amp; Government</td>
<td>Exempt</td>
</tr>
</tbody>
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The BID’s general commercial assessment rate* is determined by dividing the assessment budget by the total commercial square footage in the district.

*Only property owners will be billed; however, commercial property owners may be able to pass some or all of the assessment along to their commercial tenants depending upon the terms of individual commercial leases.
Next Steps

BID Expansion Timeline

- **Summer / Fall 2019**: Formal Outreach & Support Gathering Phase
- **Winter / Spring 2020**: Submit BID Expansion Proposal to City
- **Fall 2020**: Legislative Authorization
- **Early 2021**: Implement BID Services
Next Steps

Show your support

The BID Expansion Steering Committee, a group of community stakeholders, is proposing to expand the district boundaries to provide services and improvements to areas of the neighborhood that were not originally included.

We are calling for your support in this effort.

Sign our Statement of Support.
Thank You

Learn More At: FlatironDistrict.NYC/expansion

Contact Us: expansion@flatirondistrict.nyc