



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 everyone who works, lives or visits here; by spearheading area improvement projects; and by marketing the diverse business and retail options in this vibrant and historic neighborhood.

The Flatiron Partnership is one of 64 BIDs throughout New York City that focus on community improvements and economic development at the neighborhood level. The district is an irregularly shaped area of some 38 square blocks, from 21st to 28th Streets, and from parts of Sixth Avenue over to, but not including, Third Avenue. It holds more than 20 million square feet of commercial space and over 4,500 businesses. With an annual budget of \$1.6 million, funded through a special assessment collected from commercial property owners throughout the district, the Partnership is one of New York City's largest BIDs.

The district itself is a mix of culture and commerce that blends some of the city's most historic attractions, such as the Flatiron Building and Madison Square Park, with more contemporary features such as new residential buildings and diverse businesses.

The BID has five main programmatic areas: Public Safety, Clean Streets, Marketing, Social Services, and Public Improvements. The BID is staffed by four full time employees and one part time employee, who report to a 25-member board of directors made up of property owners, residents, elected officials and community and nonprofit representatives.

The Public Safety Team is composed of Public Safety Officers who patrol the district from 9 a.m. to 7 p.m. on weekdays and 10 a.m. to 7 p.m. on weekends, providing information and assistance to visitors, acting as the eyes and ears of the BID by observing conditions around them and reporting these and other quality-of-life issues to the proper authorities.

Clean Team workers scour the district, keeping it free of litter and graffiti seven days per week. One night per week, a specialized crew with power-washing equipment scrubs sidewalks and removes graffiti in areas throughout the district.

The BID's Marketing program has embarked on a range of initiatives with the goals of informing district members and the public of the BID's work, branding the neighborhood as a destination and producing materials and events that highlight the area's businesses and attractions. The marketing program seeks to accomplish these goals through four means of communications: digital marketing and communication; programming, events and outreach; sponsorship; and collateral and print communications.

The BID's Social Service program focuses on reducing homelessness through a team of trained homeless-outreach workers who engage individuals throughout the district in order to identify and facilitate treatment programs and temporary and permanent housing options.

Through its Public Improvement program, the BID seeks to enhance the physical environment and aesthetics of the area by implementing a variety of streetscape beautification initiatives, including hanging flower baskets, custom tree-pit guards and seasonal plantings of the Park Avenue South median malls. These projects are part of a multi-year Master Plan for Streetscape and Beautification Initiatives that was approved in 2008. Future projects may include installation of custom streetlamps, a wayfinding and informational signage program, and the expansion of beautification projects throughout the BID. The BID also manages and maintains the public plazas at the intersection of Broadway, Fifth Avenue, and 23rd Street through an agreement with the NYC Department of Transportation.