



**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.

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

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 26-member board of directors made up of property owners, commercial tenants, residents, elected officials and community and nonprofit representatives.

The BID's Public Safety Team, dressed in blue uniforms, with badges and Flatiron patches, is on patrol throughout the district seven days a week serving as ambassadors of good will to visitors, and acting as the eyes and ears of the BID by observing and reporting conditions around them. Since the program's inception the team has assisted countless visitors and documented or addressed tens of thousands of conditions and quality-of-life issues.

Clean Team workers scour the district seven days a week starting at 7 a.m. year round, keeping it free of litter and graffiti, clearing puddles and snow, and scraping bills and stickers from street furniture. The Clean Team also services and maintains the nearly 200 custom BID and City trash receptacles. 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 promotes the BID as the go-to source for information on the Flatiron district. The program includes a website, a monthly electronic newsletter, a neighborhood map and shopping guide, e-mail alerts, Facebook and Twitter pages, the popular free weekly walking tour, and sponsorship opportunities. Its Intersections program includes a speaker series and business forums that have addressed challenging local and national issues as well as cultural events and exhibits highlighting the Flatiron district.

The BID's Social Service program focuses on homeless outreach through a contract with Urban Pathways. The BID is also a founding member of the East Side Alliance, an effort geared toward fostering communication and accountability among area methadone clinics, law enforcement, and the community.

Under the Public Improvement program, the BID maintains district-wide horticultural elements such as hanging baskets and floral tree-pits and custom tree guards, as part of the BID Streetscape and Beautification plan. The adopt-a-mall beautification program along Park Avenue South adds flowers and greenery to a once lifeless thoroughfare. The BID also coordinates the installation of new bike racks and tree plantings throughout the district. At the center of the district, the Public Plazas that were created north of and adjacent to the Flatiron Building have brought new life and an influx of visitors to area. These public spaces are maintained by the BID, and are embellished by lush plantings, bright blue umbrellas, silver-toned tables and chairs, and the BID's Visitor Information Cart.