

BID tells businesses: Yes you 'can'

By Esther O. Perez-Quesada

The Flatiron 23rd Street Partnership began the second year of its Sponsorship Program, bringing back the co-branded litter receptacles, where property owners, corporations, universal brands and local restaurants and retailers can purchase a garbage can and have their logos placed on them.

Although it might seem like a strange place to advertise any business, according to Jennifer Brown, executive director of the 23rd Street Partnership, it is not really advertising at all, but more a visible backing for the Partnership from the participating companies.

"I think some people might look at it as advertising, but more often than not, it shows support to the BID, and that these businesses are vested in the community," said Brown.

Out of the 116 garbage cans purchased last year, 71 are co-labeled with names such as: Blue Smoke/Jazz Standard, on 27th Street between Park and Lexington; Baruch College, 55 Lexington at 24th Street; Cipriani, 200



5th Avenue on 23rd Street; RCN, 28 West 23rd Street; and many property owners like, ABS Partners; GVA Williams; Newmark Knight Frank; and Rockrose.

"We were going to label them anyway, and it just seemed like a good idea to give property owners and businesses a chance to work on something with us,"

said Brown.

The canned ads also support the BID's Clean Streets Program, which keeps the fronts of these businesses free from waste. With a nice "Keep New York Clean" message on the side, the garbage cans can be placed wherever the sponsor would like, usually directly in front or very close to the business or building the company represents.

"We haven't gotten any negative feedback yet," said Brown. "Once the trash cans are out there the companies are happy because their business is out there."

The BID will be placing more receptacles throughout the district, and the cans are being offered at a volume-discounted rate to companies. The BID will cover the remainder of the costs for volume purchases. The lifespan for the sponsorship is tied to the life span of the receptacles, which is estimated to be five to seven years, if no damage is ever done to it. The Clean Streets team they support maintains them.

For additional information contact the BID at (212) 741-2323.