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FOR IMMEDIATE RELEASE

Jennifer Brown Appointed Executive Director of Flatiron/23rd St. Partnership BID

(New York, NY) October 10, 2006 – The **Flatiron/23rd Street Partnership**, Manhattan’s first new Business Improvement District (BID) in over four years, is pleased to announce the hiring of **Jennifer A. Brown** as **Executive Director**.

“Jennifer is a strong leader with the managerial, operational and communication abilities needed to excel as the BID’s first Executive Director,” said Robert B. Frankel, Chairman of the Partnership and a Senior Managing Director at GVA Williams. “She is really the ideal candidate for the position, and we are excited to have her on board.”

Brown brings to the Partnership an extensive background in community development and an in-depth understanding of City agencies, public policy and urban issues. Before joining the BID, Brown served as a principal at A2B Consulting, LLC, providing management counseling to public sector and not-for-profit clients. She has also held positions at The Lower Manhattan Development Corporation – managing the organization’s community development and government/community relations activities and working extensively with stakeholders affected by the September 11th attacks – and the Union Square Partnership, the City’s first Business Improvement District, where she served as the Director of Finance and Economic Development.

“The creation of this BID is a milestone in the revitalization of the Flatiron/23rd Street district and holds significant promise for the future of this community,” said Jennifer Brown, the Partnership’s recently appointed Executive Director. “I look forward to working with the property owners, businesses and other stakeholders in this dynamic neighborhood.”

Brown has selected Timothy S. Cohen as the Partnership’s Deputy Director. Cohen previously served as the Program Director of the 23rd Street Association, the organization that led the effort to create the BID.

About the Flatiron/23rd Street Partnership

The Flatiron/23rd Street Partnership Business Improvement District (BID) is a not-for-profit organization formed in 2006 by property owners, tenants, city officials and others with a stake in the community, an approximately 38 block area with borders extending from 21st Street to 28th Street and from Third Avenue to Sixth Avenue.

The mission of the Partnership is to make a great neighborhood even better by making it cleaner, safer, and more beautiful through supplemental sanitation and security services, the promotion and marketing of the area's diverse offerings and undertaking additional neighborhood improvements.

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