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FOR IMMEDIATE RELEASE

Flatiron/23rd St. Partnership BID Launched
Manhattan's First new BID in over Four Years

(New York, NY) October 3, 2006 – New York City's Flatiron District is about to get a major makeover, thanks to the recent establishment of the **Flatiron/23rd Street Partnership Business Improvement District (BID)**, Manhattan's first new BID formed in over four years. Through comprehensive street cleaning, neighborhood beautification, security, social service and marketing initiatives, the Partnership will seek to improve the quality of life and economic vitality of the Flatiron/23rd Street area.

“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.”

The Partnership district, an approximately 38 block area with borders extending from 21st Street to 28th Street, between Third and Sixth Avenues, includes over 1,300 properties totaling more than 20 million square feet of space. In addition to world class restaurants, a burgeoning retail environment and numerous new residential developments surrounding Madison Square Park, this historic district includes such landmark structures as the Flatiron Building, the Metropolitan Life Tower and the New York Life Building.

The Partnership joins the ranks of more than 50 existing BIDs throughout New York City that focus on community improvements and economic development at the neighborhood level. With a \$1,600,000 annual budget, funded primarily through special assessments collected from commercial property owners located within the BID district, the Partnership is among the City's largest BIDs.

Ms. Brown has selected Timothy S. Cohen as the Partnership's Deputy Director and Scott P. Kimmins as the Director of Operations. Cohen previously served as the Program Director of the 23rd Street Association, the organization that led the effort to establish the BID, and Kimmins spent 20 years with the NYPD as an Officer at the 13th Precinct, the precinct that serves the BID district.

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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