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Flatiron/23rd St. Partnership BID Takes Its First Step Towards a Cleaner Community
Neighborhood Organization Implements a New Sanitation Program

(New York, NY) October 27, 2006 – The **Flatiron/23rd Street Partnership Business Improvement District (BID)** will implement a new sanitation program on Wednesday, November 1st, 2006, marking the organization's first major step to significantly improve the cleanliness of the streets in the area.

The upgraded sanitation efforts, coordinated by BID Director of Operations Scott Kimmins, a 20-year veteran of the NYPD, says the aggressive initiative will occur in daily overlapping shifts with a large crew of street cleaners. The weekday shift will canvass the neighborhood from 7 a.m. to 7 p.m. Monday through Friday, and 9 a.m. to 5 p.m. on weekends. One night per week, a specialized crew with power washing equipment will scrub the sidewalks and remove graffiti in areas throughout the district.

Sanitation improvement is unanimously regarded as the BID's most urgent issue. "Improving the cleanliness of the City's sidewalks and streets is a core function of business improvement districts, and I am excited to launch our first major program in the area", said Jennifer Brown, Executive Director of the Flatiron/23rd Street Partnership. Cleaner streets was one of the driving forces behind the creation of the BID, according to Sharon Ullman, President of the 23rd Street Association, the organization that led the efforts to form the BID. "I am delighted to welcome the new initiatives and programs that will be inaugurated by the BID. Five years of advocacy for a business improvement district in the area has finally paid off, and will be a tremendous boon to the neighborhood", says Ullman.

By the end of the year, the BID also plans to unveil branded trash receptacles which will be placed throughout the neighborhood parameters, with the majority on high-traffic hot spots such as 23rd Street and Park Avenue.

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. The district encompasses approximately a 38 block area with borders extending from 21st Street to 28th Street and from Third Avenue to Sixth Avenue. The BID was generated by the residential and commercial efforts of the 23rd Street

Association. Its mission 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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