

Flatiron BID promotes neighborhood for holidays

By Andrew Park

In an attempt to promote the Flatiron neighborhood as one of the city's premier places to live, play and shop, as well as do business, the Flatiron/23rd Street Partnership BID has been braving the chill and pounding the pavement to hand out the first ever Flatiron Holiday Shopping Guide to passersby.

"We want to stay attractive as a commercial corridor even in the economic condition we're in," Partnership executive director Jennifer Brown, said on Friday, as she and a team of Partnership reps took to the streets.

The team set up a desk in the public plaza at 23rd Street and Fifth Avenue distributing guides, gift bags and brochures while answering questions. They plan to return the next two Fridays leading up to Christmas as well Tuesday, December 23.

"We have such an interesting mix of businesses and consider the district a sort of one-stop shop with national retailers like Best Buy and Home Depot, to smaller, independent and eclectic retailers," she said.

The Flatiron Holiday Shopping Guide features over 500 participating retailers.

"The businesses were really excited about it," said Brown.

"They've been putting up posters in their windows to give that holiday feeling and sense of cheer."

In addition to the hand-to-hand marketing, the Partnership has also sprung new initiatives for its members to take advantage of.

Trees and bike racks come free of charge to any interested property owners and the Partnership has encouraged members to take advantage of them.

"What we saw was the first twelve trees planted and

it's great for the environment and aesthetic of the neighborhood," Brown said.

"We thought it'd be great for the district's overall look with trees and plantings."

As one of the city's 60 business improvement districts, the Flatiron/23rd Street Partnership is one of the largest with an annual budget of \$1.6 million and comprised of over 20 million square feet in commercial space.

To help conserve funds, the Partnership is also looking to leverage other resources like it did recently through the city's MillionTreesNYC and CityRacks initiatives.