

CELEBRATING

20
FLATIRON **NOMAD**

YEARS

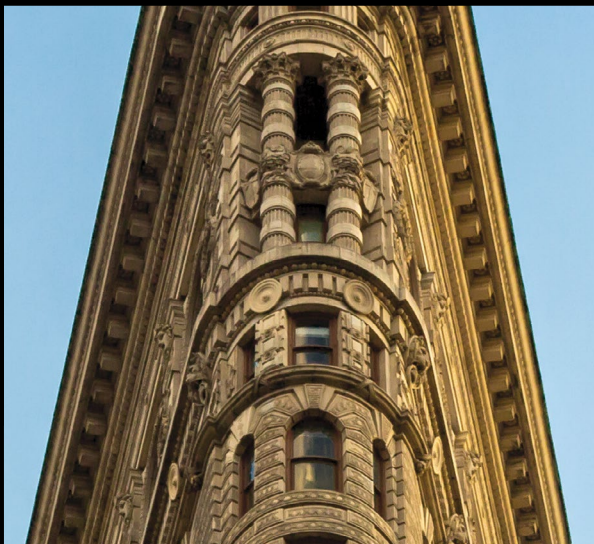


OF

COMMUNITY



2026



CELEBRATING 20 YEARS OF COMMUNITY

Flatiron & NoMad have entered a new chapter. Across the district, new investment, new residents, and new businesses are reinforcing what so many have long believed: this is one of New York City's most dynamic neighborhoods. While today's momentum is unmistakable, it is anything but accidental.

The conversations shaping the future of cities often happen in planning documents and policy. Here, they're visible on the streets every day. They can be seen in thriving storefronts, new housing, vibrant public spaces, bustling bike lanes, and plazas filled with people from morning through evening. The success of Flatiron & NoMad is measured in the life happening on its streets.

Today, people no longer come to Flatiron & NoMad simply because they happen to pass through. They come here with purpose—to work for some of New York City's most innovative companies, dine at celebrated restaurants, experience world-class culture and public art, shop at beloved local and global brands, and spend time in public spaces designed for connection. Increasingly, they are choosing to call the district home.

The numbers reinforce what can already be felt on our streets. This spring, the Flatiron North and South Plazas welcomed an average of 53,000 visitors each day. Employee visits have rebounded to approximately 86 percent of pre-pandemic levels. Retail vacancy remains below the Manhattan average. Flatiron & NoMad now leads all New York City Business Improvement Districts in taxable sales, while supporting more sales tax-contributing businesses than any district citywide. These indicators reflect a neighborhood that continues to attract people, investment, and opportunity.

After two decades of embracing change and shaping the evolution of the district, the next chapter is already underway. Office-to-residential conversions are creating new housing opportunities and strengthening the district's identity as a true mixed-use neighborhood, and the forthcoming Midtown South Mixed-Use Plan will unlock even more units, jobs, and long-term growth. Continued investments in infrastructure and the public realm are enhancing accessibility and quality of life for the whole community.

Perhaps no moment better symbolizes this new era than the reopening of the Flatiron Building. One of New York City's most iconic landmarks is returning to a district that has continued to evolve around it. Its restoration is more than the revival of a beloved building; it reflects the confidence, investment, the long-term vision shaping Flatiron & NoMad today.

As we celebrate 20 years of the Flatiron NoMad Partnership, this anniversary is first and foremost a celebration of you: the property owners, businesses, residents, and community partners whose commitment has helped make this district what it is today. Thank you for your partnership and your belief in this neighborhood. Together, we have helped shape one of New York City's great districts, and together we look forward to writing its next chapter.

Sincerely,

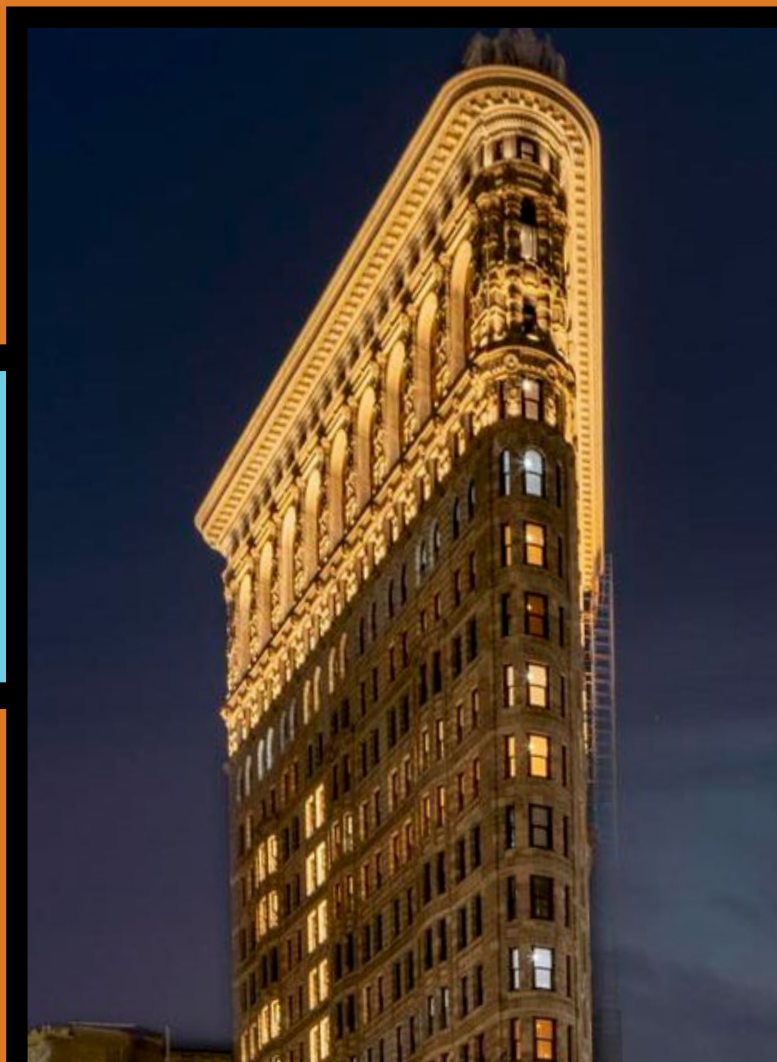


James Mettham
President

FLATIRON
NOMAD

20

YEARS



OF

IMPACT

TWENTY YEARS AGO, A BOLD VISION FOR FLATIRON & NOMAD TOOK SHAPE.

In January 2006, Mayor Michael R. Bloomberg approved the City's newest Business Improvement District (BID), the Flatiron/23rd Street Partnership. The Partnership's origins, however, date back years earlier to the work of the 23rd Street Association, led by President Sharon Ullman. Throughout the late 1990s and early 2000s, Ullman and the 23rd Street Association consisted of local businesses, property owners, and residents who played a crucial role in the formation of the BID. The 23rd Street Association advocated for increased sanitation, security, and beautification to bolster economic growth and improve district appeal.

With near-unanimous support from property owners, the BID rolled out its core services on July 1, 2006 and became one of 56 BIDs operating across the five boroughs. Under the leadership of founding Executive Director Jennifer Brown, the BID established its Clean Streets, Public Safety, Horticulture, and Marketing programs to enhance the neighborhood's built environment.

In 2022, under the leadership of James Mettham, the BID nearly doubled its footprint by expanding services to the NoMad neighborhood and rebranded as the Flatiron NoMad Partnership. Over the past two decades, the Partnership has helped transform Flatiron and NoMad into two of NYC's most vibrant mixed-use neighborhoods.

Today, the district is home to more than 100,000 employees, 35,000 residents, thousands of students and millions of annual visitors. Flatiron & NoMad sit at a unique intersection of dining, retail, wellness, world-class hospitality, technology, art, and design. We're home to the historic Flower District, Michelin-starred restaurants, our green oasis

Madison Square Park, Baruch College, and the birthplace of American popular music along Tin Pan Alley. Flatiron & NoMad defines what it means to be the heart of New York City's energy and innovation.

Beyond the work our community sees every day, from sanitation to public safety, the Partnership plays a leading role in shaping policies that benefit the neighborhood. Through strategic collaboration with public and private partners, we have helped advance transformative initiatives like Broadway Vision that has increased enhanced seating areas, calmed vehicular traffic, and improved bicycle access. We also championed The Midtown South Mixed-Use Plan (MSMX), a generational rezoning plan passed in 2025, that will bring thousands of new homes and opportunities to our neighborhood. Today, we continue to voice our district's needs while championing our small businesses, ensuring they have access to resources to flourish.

As we mark our 20th anniversary, we honor and celebrate the people, partnerships and progress that have written our 20-year story. At the same time, we remain focused on what comes next, elevating Flatiron & NoMad as a forward-thinking, people-first district where innovation thrives, businesses grow, and communities connect.



2008

2008



2025



2021



2025





2017



2024

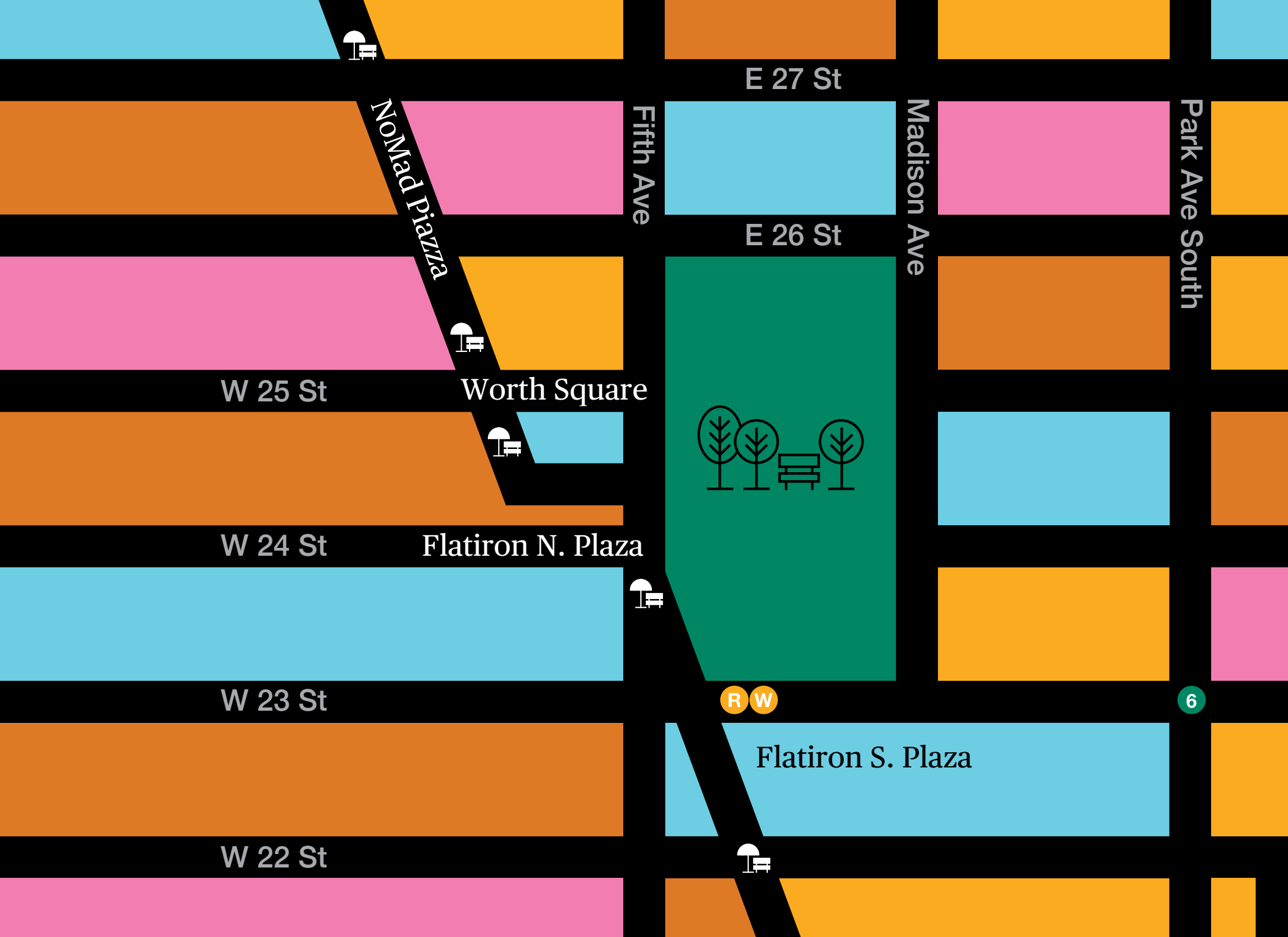


WELCOME

TO THE

DISTRICT





E 27 St

E 26 St

NOMad Piazza

Fifth Ave

Madison Ave

Park Ave South

W 25 St

Worth Square

W 24 St

Flatiron N. Plaza

W 23 St

R W

6

W 22 St

Flatiron S. Plaza



AMBASSADORS CLUBHOUSE NEW YORK
1245 BROADWAY

REMI & FLOWER COFFEE
425 PARK AVENUE SOUTH





PATSY'S FLATIRON
23 LEXINGTON AVENUE

ALIDORO
23 EAST 23RD STREET





FELICE
220 FIFTH AVENUE



LEON'S BAGELS
1235 BROADWAY



SALOMON
145 FIFTH AVENUE



NEW YORK, NY
BROWN BAG SANDWICH CO

NEW YORK
DELI CLASSICS,
CHOPPED.

NEW YORK, NY
BROWN BAG
SANDWICH CO.

BROWN BAG SANDWICH CO
64 WEST 22ND STREET



MATCHFUL
337 PARK AVENUE SOUTH

UOVO NOMAD
13 WEST 28TH STREET



EXPERIENCE

THE



DISTRICT

WINTER SEASON

2026

New Yorkers welcome 'Mr. Pink' across nine iconic locations through Flatiron & NoMad

4397

'Mr. Pink' art trail check-ins recorded through Winter Glow 2026

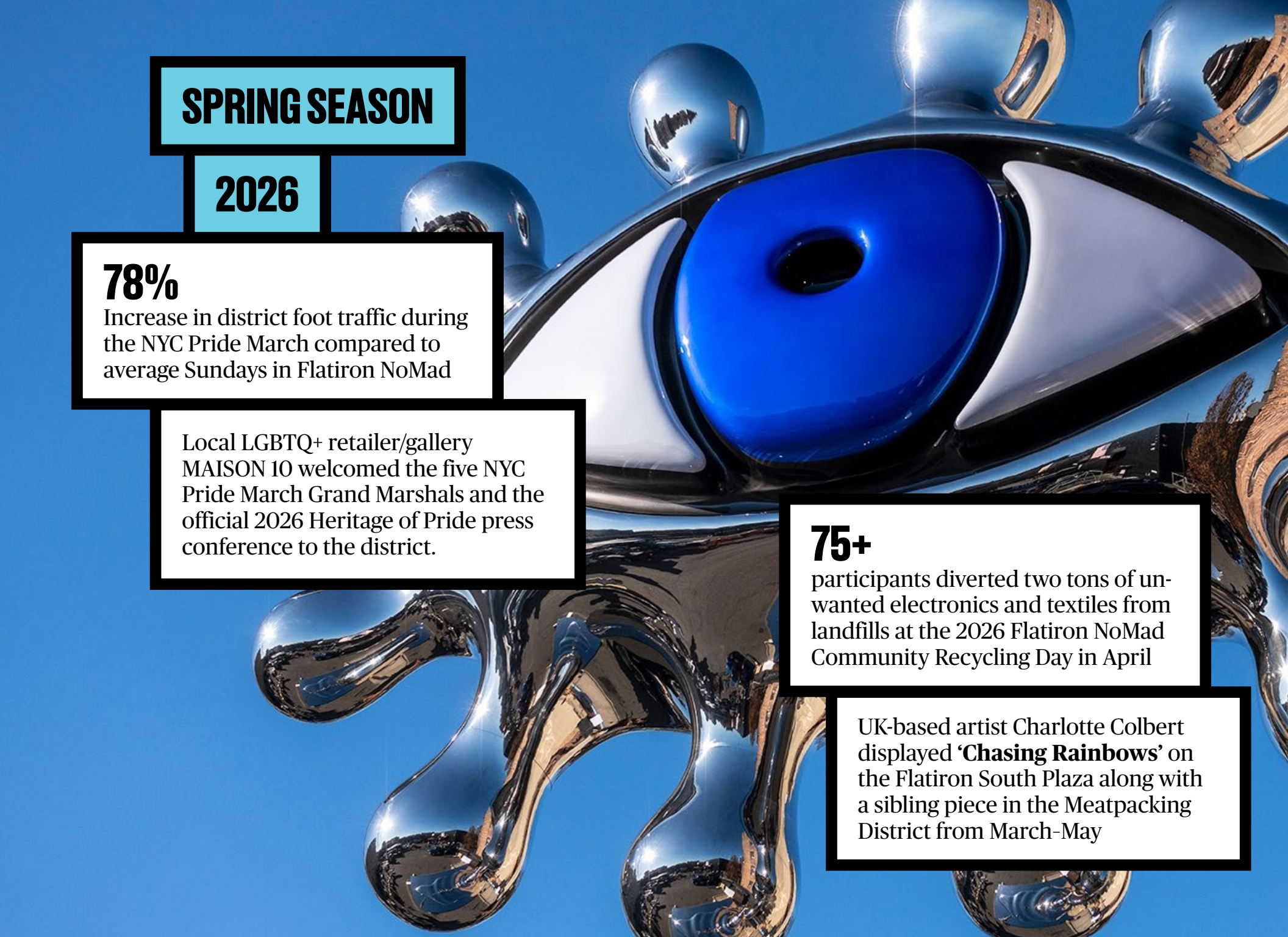
326

Unique zip codes represented across the 'Mr. Pink' Winter Glow art trail

9 MILLION

District visits during 'Mr. Pink's' six-week residence in Flatiron & NoMad





SPRING SEASON

2026

78%

Increase in district foot traffic during the NYC Pride March compared to average Sundays in Flatiron NoMad

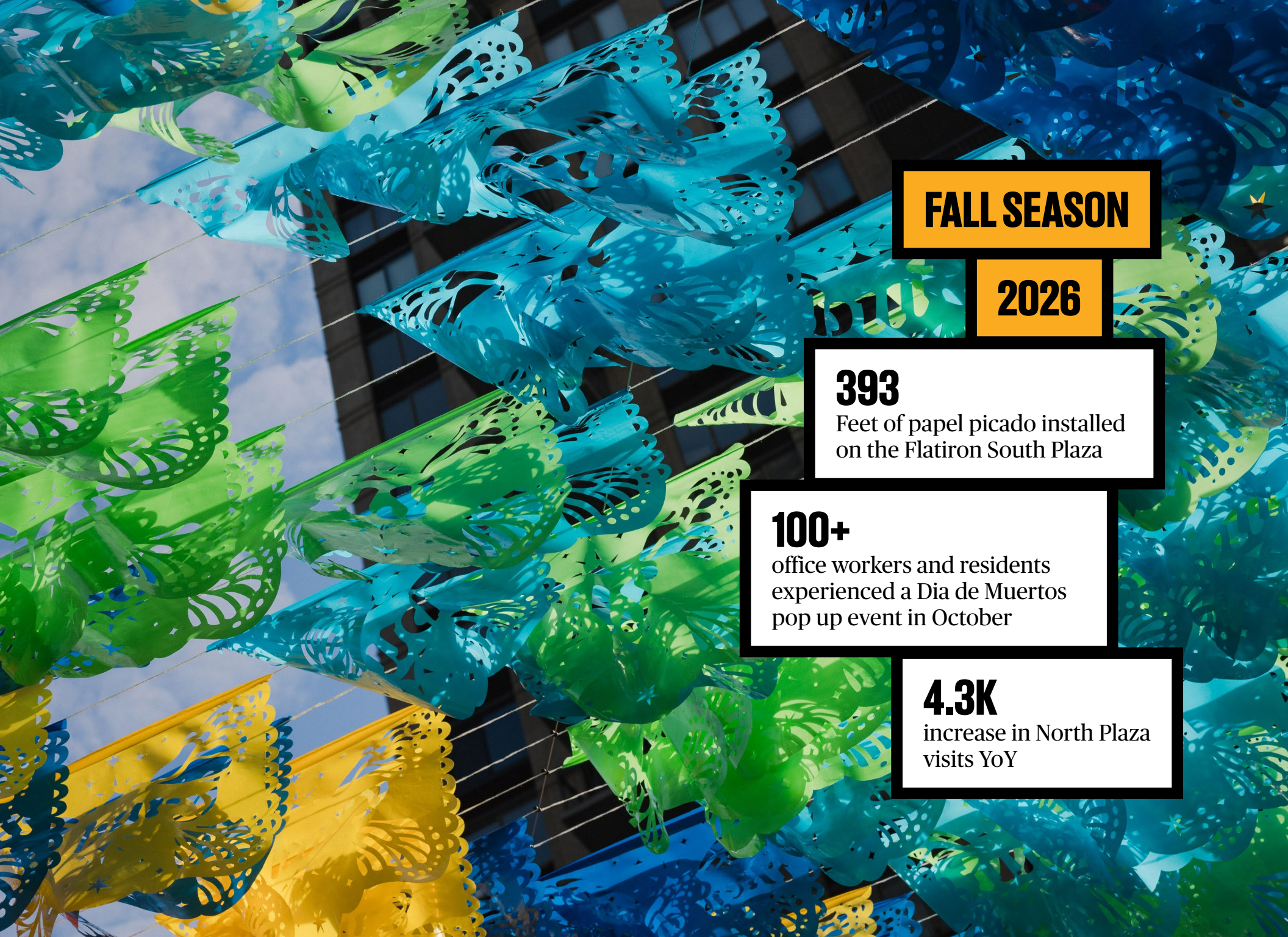
Local LGBTQ+ retailer/gallery MAISON 10 welcomed the five NYC Pride March Grand Marshals and the official 2026 Heritage of Pride press conference to the district.

75+

participants diverted two tons of unwanted electronics and textiles from landfills at the 2026 Flatiron NoMad Community Recycling Day in April

UK-based artist Charlotte Colbert displayed '**Chasing Rainbows**' on the Flatiron South Plaza along with a sibling piece in the Meatpacking District from March-May

A photograph of a food market stall at the NoMad Jazz Festival. The stall is a white tent with a green banner that reads "BROWN BAG SANDWICH CO. NOMAD JAZZ FESTIVAL". A menu board is visible on the left side of the stall. Several people are standing in line, including a man in a blue shirt and khaki shorts, a man in a dark blue shirt and jeans, a woman in a pink shirt and black shorts, and a man in a white shirt and green shorts. The background shows a city street with buildings and other festival-goers.



FALL SEASON

2026

393

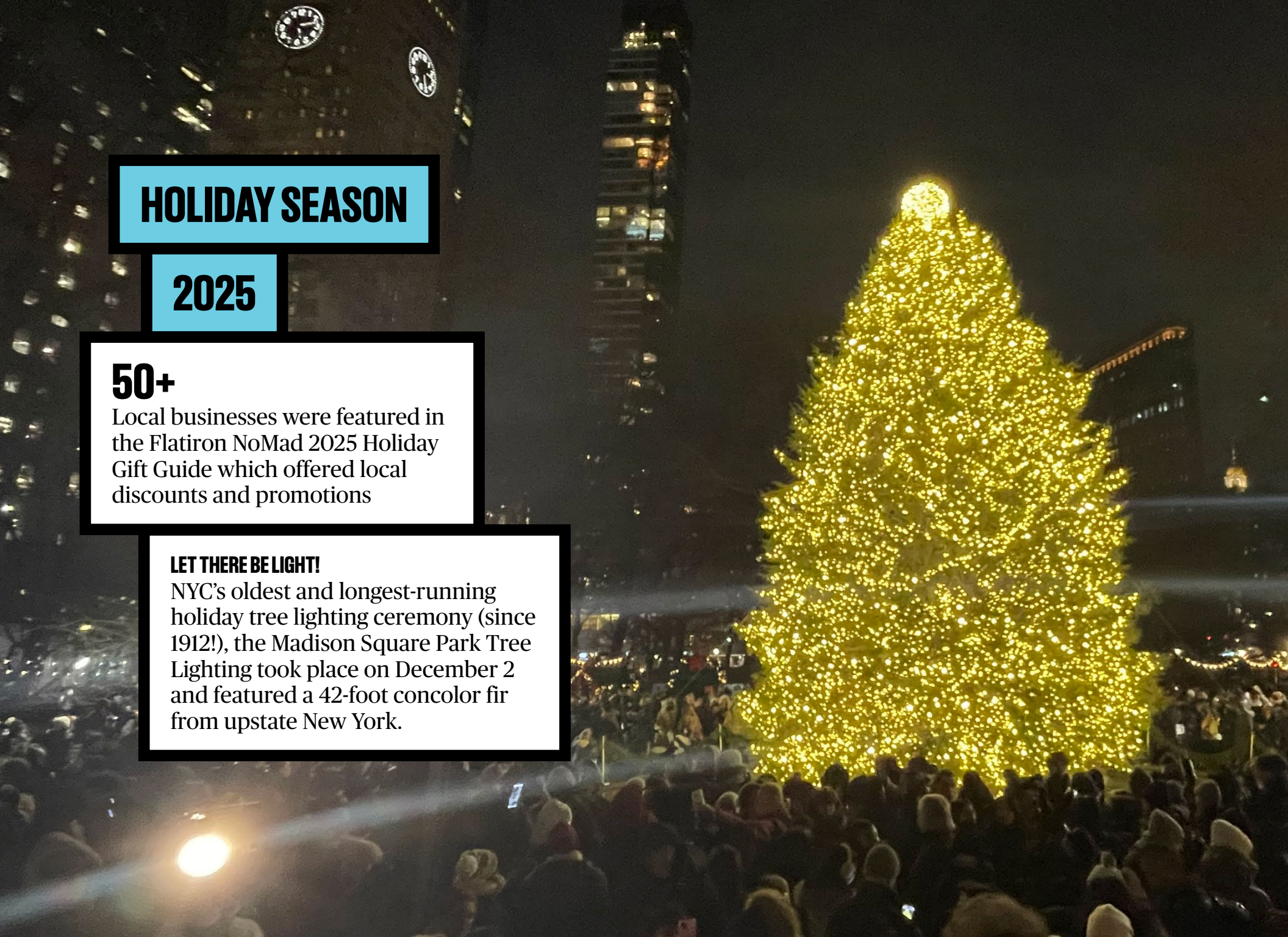
Feet of papel picado installed
on the Flatiron South Plaza

100+

office workers and residents
experienced a Dia de Muertos
pop up event in October

4.3K

increase in North Plaza
visits YoY

A large, brightly lit Christmas tree stands as the centerpiece in a dark, crowded park at night. The tree is covered in thousands of warm white lights, with a single bright star at the top. In the background, the dark silhouettes of city buildings are visible, some with lit windows. A large crowd of people, mostly seen from the back or side, fills the foreground and middle ground, looking towards the tree. The overall atmosphere is festive and celebratory.

HOLIDAY SEASON

2025

50+

Local businesses were featured in the Flatiron NoMad 2025 Holiday Gift Guide which offered local discounts and promotions

LET THERE BE LIGHT!

NYC's oldest and longest-running holiday tree lighting ceremony (since 1912!), the Madison Square Park Tree Lighting took place on December 2 and featured a 42-foot concolor fir from upstate New York.

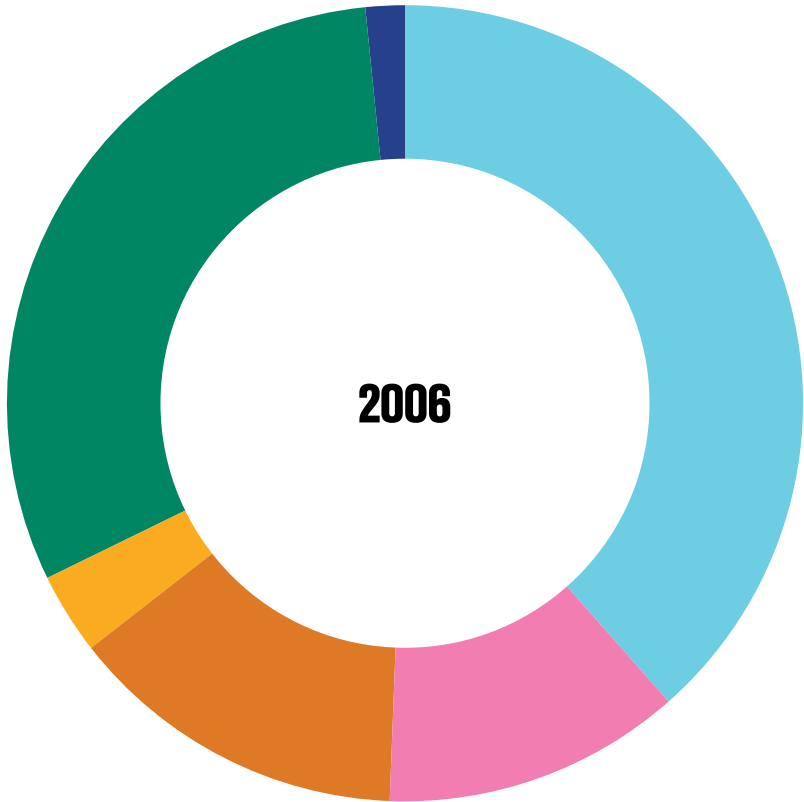
DISTRICT

DATA



LAND USE

in 2006 & 2026



38%
Commercial Office

12%
Mixed-use

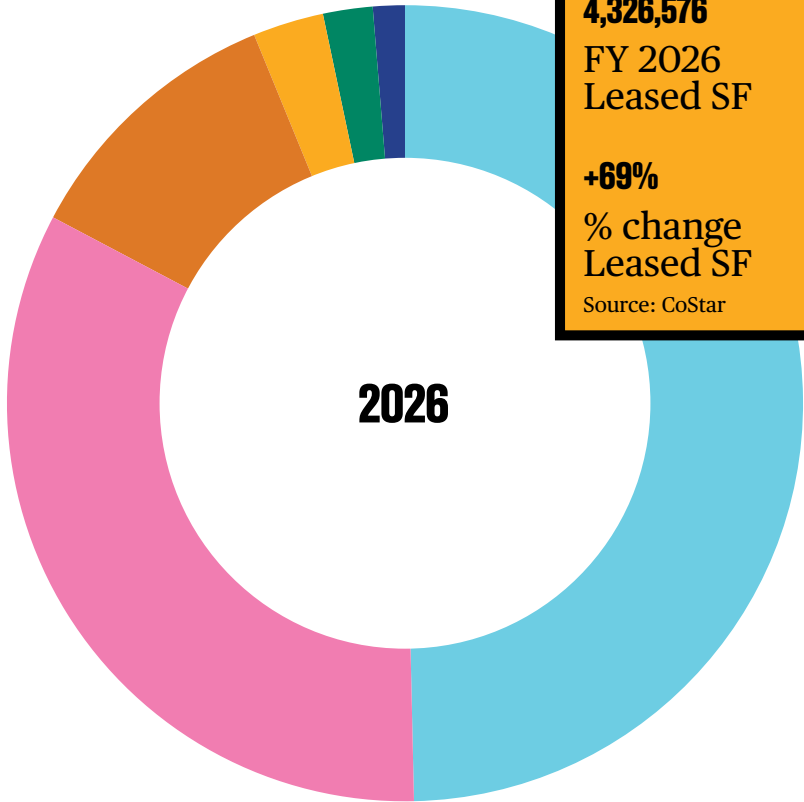
14%
Residential

3%
Public Facilities and Institutions

31%
Manufacturing, Utilities, and Transportation

2%
Vacant Land

Source: NYC SBS & NYS QCEW



50%
Commercial Office

33%
Mixed-use

11%
Residential

3%
Public Facilities and Institutions

2%
Manufacturing, Utilities, and Transportation

1%
Vacant Land

2,562,409
FY 2006
Leased SF

4,326,576
FY 2026
Leased SF

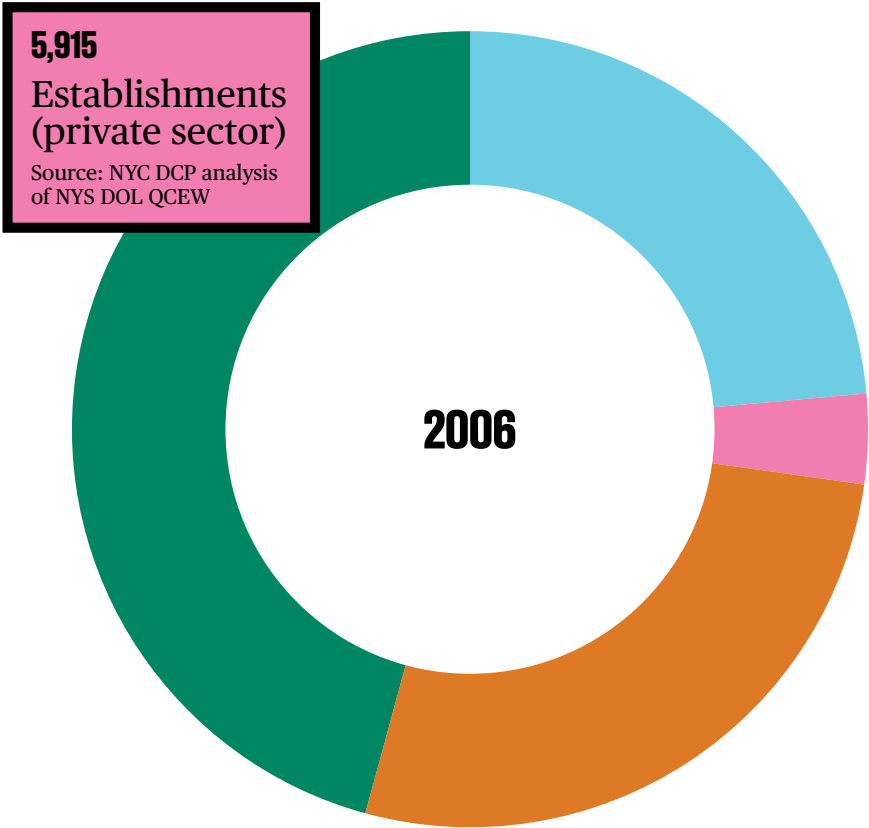
+69%
% change
Leased SF

Source: CoStar

Source: NYC SBS & NYS QCEW

COMPANIES BY SECTOR

in 2006 & 2026



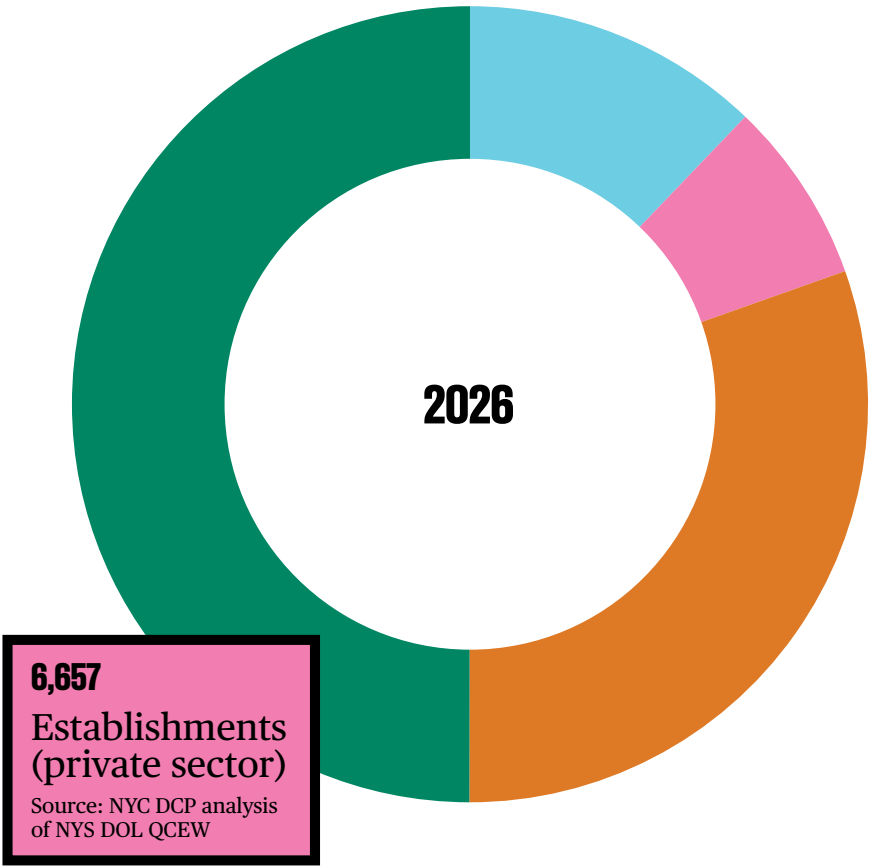
24%
Manufacturing and Wholesale

4%
Institutional (Educational, Health Care, and Social Assistance)

27%
Services (Food Services, Hospitality, Arts, Entertainment, Recreation, Retail)

46%
Office

Source: NYC SBS & NYS QCEW



12%
Manufacturing and Wholesale

7%
Institutional (Educational, Health Care, and Social Assistance)

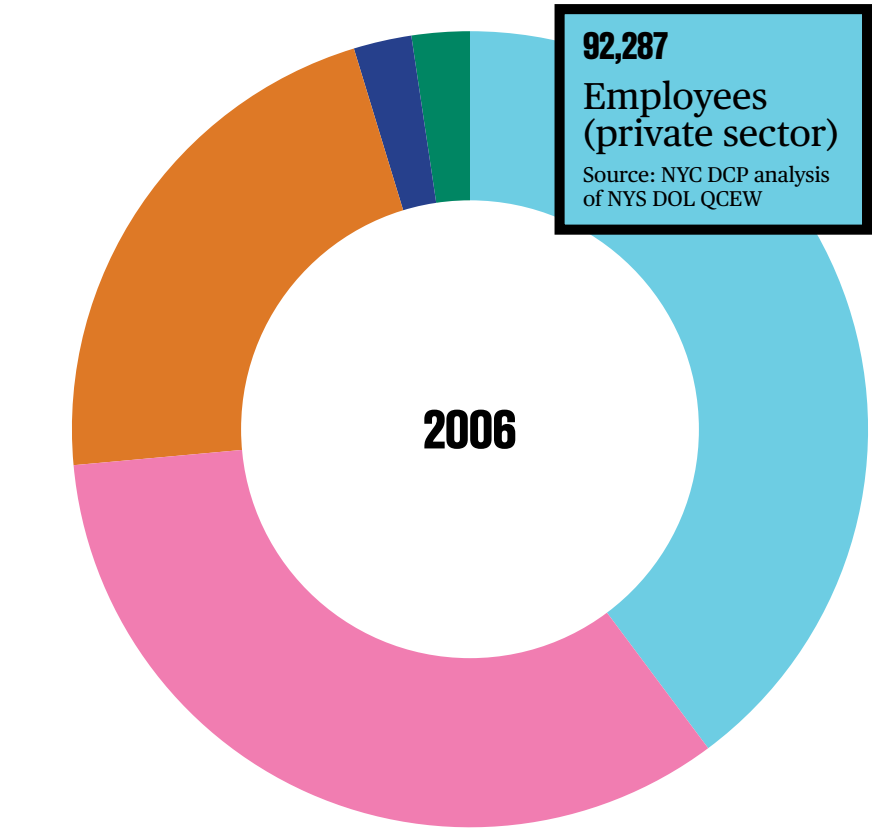
30%
Services (Food Services, Hospitality, Arts, Entertainment, Recreation, Retail)

50%
Office

Source: NYC SBS & NYS QCEW

GROUND FLOOR BUSINESSES

in 2006 & 2026



40%
Food & Drink

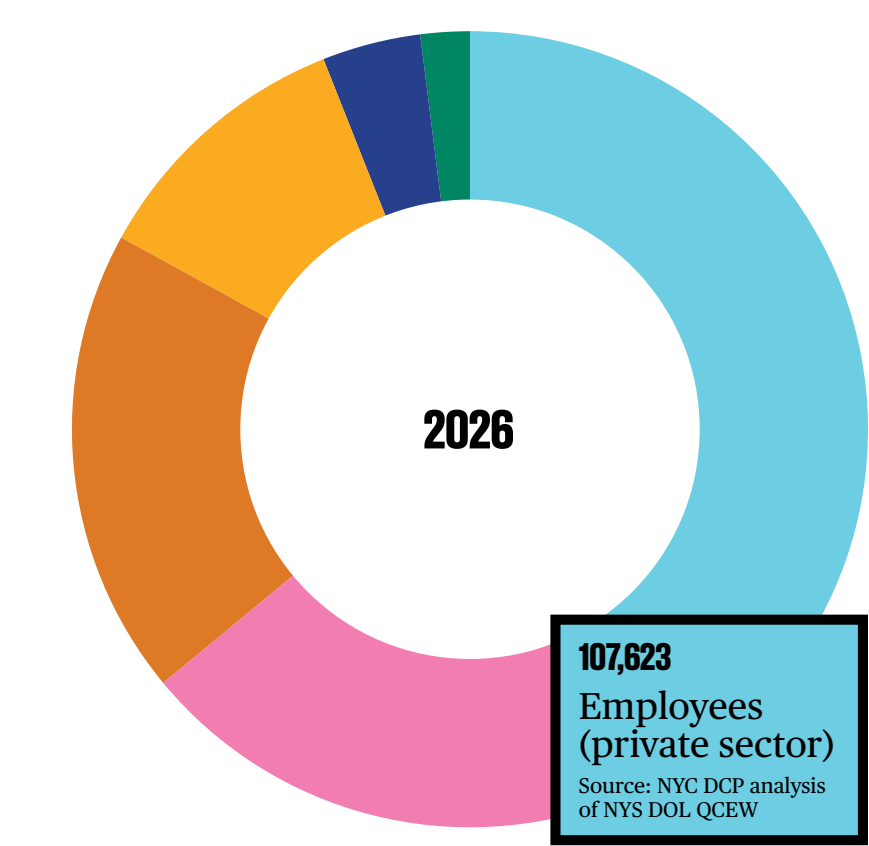
34%
Retail

22%
Services

2%
Culture & Institutions

2%
Hotels

*FNP did not track Wholesale
businesses in 2006



44%
Food & Drink

20%
Retail

19%
Services

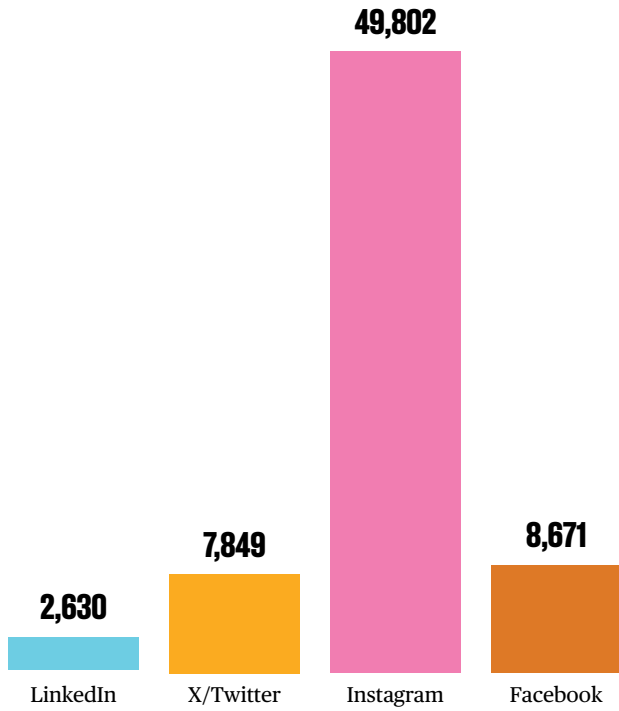
11%
Wholesale

4%
Culture & Institutions

2%
Hotels

MARKETING DATA

Website, Social, Newsletter



17,785 Current 2026 Newsletter Subscribers
207 Neighborhood Deals
1,980 Neighborhood Events
379K Website Page Views





WHAT

WE DO

PROGRAMS



FIELD OPERATIONS

PUBLIC SAFETY

Our public safety officers (PSOs) ensure that Flatiron & NoMad are safe and welcoming to all. Serving as the district's eyes and ears, PSOs wear many hats, from being neighborhood ambassadors providing directions to supporting our events in our public spaces.

PSOs also serve as key liaisons with City authorities, addressing issues in real time and assisting in emergencies. Their efforts complement the 13th and Midtown South Precincts of the NYC Police Department (NYPD), as well as other City agency partners.



CLEAN TEAM

As our largest core service, our Clean Team plays a vital role in maintaining Flatiron & NoMad as an inviting destination for residents, workers, and visitors alike. Operating seven days a week in all weather conditions, you'll see our Clean Team sweep and power-wash sidewalks, remove graffiti, and shovel snow.

Clean Team members also oversee hundreds of trash bins and clean and paint a range of City-owned assets such as bus stop shelters, fire hydrants, mailboxes, and LinkNYC kiosks. In addition, they place public seating amenities including tables, chairs, and shade umbrellas on our plazas and pedestrian extensions along Broadway each day.

HOMELESS OUTREACH

We are committed to providing support to those in need in Flatiron & NoMad. Since 2007, we have partnered with outreach professionals at Urban Pathways to assist unhoused individuals in the district. Our trained staff maintain a daily presence in the neighborhood to engage those living without shelter to build trust, assess their needs, and connect them with housing and support services.



STREETSCAPE & PLACEMAKING

Through our public space planning and management, we've created vibrant public spaces that are defining features of Flatiron & NoMad. Our dynamic neighborhood is enhanced by the installation and care of plants and flowers in hundreds of hanging baskets, sidewalk and plaza planters, and tree pits. Along Park Avenue South, you'll notice the beautifully landscaped median malls that feature seasonal blooms, from 19th Street up to 32nd, our northern-most boundary.

The Partnership enlivens the public realm through exciting placemaking initiatives that make our spaces more accessible, engaging, and inviting. This year's placemaking activations extended throughout Flatiron & NoMad including Winter Glow 2026 featuring 'Mr. Pink', a whimsical creation by artist Philippe Katerine and an interactive seasonal photo frame outfitted by NYC artists.



MARKETING & CONTENT

Our marketing team serves as the go-to neighborhood information resource while championing our local businesses, people, and places that are the heartbeat of Flatiron & NoMad. Through our content hub at FlatironNoMad.nyc, we create curated weekly content across our diverse channels that highlight the thriving businesses and industries in all corners of Flatiron & NoMad to showcase the neighborhood as a destination.

Our communications reach the district's workforce, visitors from across the globe, and locals alike through weekly email newsletters (17K+ subscribers) and social media channels with 68K+ followers across multiple platforms.



EVENTS & PROGRAMS

Our events and programs foster community engagement through experiences that showcase the best of Flatiron & NoMad. In 2025, we hosted our fourth annual Día de Muertos celebration, featuring month-long placemaking activations throughout the district. During winter, Flatiron NoMad Glows Pink illuminated the neighborhood with Mr. Pink, a vibrant art installation featuring 10 sculptures at nine iconic locations. The Partnership also hosted Neighborhood Network gatherings and our Annual Meeting, celebrating nearly two decades of service.

During Pride Month, we celebrated joy, creativity, and inclusivity through dynamic placemaking, participation in the NYC Pride March, and support for LGBTQIA+ owned businesses.

In August 2026, we partnered with the NoMad Jazz Festival to curate a local al fresco food market featuring specials from premier neighborhood restaurants.



BUSINESS SUPPORT

We amplify and showcase Flatiron & NoMad's business community while cultivating meaningful connections among local entrepreneurs. This year, we launched a Forum designed to connect business owners, providing a platform to network, collaborate by providing and exchange insights. The Partnership also hosts monthly introductory webinars that educate, educating local businesses about the valuable resources and providing an overview of the Partnership's programs, services, and work across the neighborhood.



ECONOMIC DEVELOPMENT & REPORTING

Our economic development team gathers and analyzes data on key metrics to identify opportunities for local development and growth. By using a range of technologies including commercial property analytics and pedestrian count software, we monitor ground floor retail activity and retail spending, office and residential leasing and development, and district foot traffic.

This year, we created a new interactive Reports & Data dashboard on our website, allowing users to discover our data and visualize changes over time. Data analysis is published on the dashboard as quarterly economic snapshots, helping keep the local real estate community informed on current market conditions.



ADVOCACY

In addition to delivering core services throughout Flatiron & NoMad, we serve as a dedicated voice and advocate for district stakeholders. We engage with local elected officials and City agencies in a collaborative, partnership mindset to effectively communicate neighborhood needs and priorities.

FLATIRON/23RD STREET PARTNERSHIP BUSINESS IMPROVEMENT DISTRICT

Fiscal Year 2027
Year Ending June 30, 2027

	(UNAUDITED) JUNE 2026	AUDITED JUNE 2025	AUDITED JUNE 2024
ASSETS			
Cash	\$ 3,483, 435	\$ 3,475,156	\$ 3,849,409
Prepaid Assets And Receivables	191,756	142,931	122,663
Investments	1,564,196	1,509,209	1,443,415
Property, Lease, Security Deposits	701,630	928,142	709,133
TOTAL	\$ 5,941,017	\$ 6,055, 438	\$ 6,124,620
LIABILITIES/NET ASSETS			
Liabilities And Lease Payable	\$ 1,275,876	\$ 1,464,043	\$ 1,299,481
Net Assets	4,665,142	4,591,395	4,825,139
TOTAL	\$ 5,941,017	\$ 6,055,438	\$ 6,124,620

	(UNAUDITED) JUNE 2026	AUDITED JUNE 2025	AUDITED JUNE 2024
SUPPORT AND REVENUES			
Assessment Revenue	\$ 7,000,000	\$ 6,000,000	\$ 6,000,000
Contributions And Other	1,717,672	1,916,624	1,332,346
TOTAL	\$ 8,717,672	\$ 7,916,624	\$ 7,332,346
EXPENSES			
Marketing	\$ 1,097,505	\$ 971,331	\$ 908,237
Safety	683,233	717,853	613,951
Sanitation	3,410,258	3,230,830	2,796,746
Social Services	404,336	364,387	309,897
Public Improvements	2,238,549	2,173,283	2,157,045
Administration	810,043	692,684	611,963
TOTAL	\$ 8,643,925	\$ 8,150,368	\$ 7,397,839
Increase In Net Assets	\$ 73,747	\$ (233,744)	\$ (65,493)

Summary of Financial Statements through
June 2025 dated November 15, 2025, prepared
by Skody Scot & Company CPAs PC.

A copy of the complete audited financial
statements is available upon request.

FLATIRON NOMAD PARTNERSHIP BOARD OF DIRECTORS

CLASS A: COMMERCIAL/MIXED USE PROPERTY OWNERS

Michael Cohen/Mac Roos
Chair, Colliers International

Jane Gural-Senders
Vice Chair, GFP Real Estate LLC

Jason Vacker/Max Lemos
Treasurer, Meringoff Properties

Nicholas Athanail
Secretary, The Stanford Condominium

Uzi Ben Abraham
Premier Equities

Jeff Buslik
Adams & Company Real Estate

Jim Dill
Housing & Services, Inc.

Theodore Drucker
Drucker Associates

Bill Feeks
Rockrose Development Corp

Grant Greenspan
Kaufman Organization

Sharon Hart
New York Life Insurance Company

Karen Arnone
Deerfield Management

Elliott Ingerman/Jonathan Etzion
Tribeca Investment Group

Max Koeppel
Koeppel Rosen

Scott Koster
GFI Hospitality/The Ace Hotel

Adam Jakubowski
GDSNY

Roger Larson
Vornado Realty Trust

Robert McClary
L&L Holding Company

Melvin Norris
Durst Organization

Edward V. Piccinich
SL Green Realty Corp

Leslie Spira Lopez
Kew Management

Ben Waller/Gregg Schenker
ABS Partners Real Estate

Barry Schochet/Patti Galluzzi
Madison Green Condominium

Kevin Schwartz
Boston Properties

Robert Steinman
Rudin Management

Vincent Vienne/Ferran Sanfelimon
Highgate/Royalton Park Avenue

Peter Weiss
Walter & Samuels

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MAISON 10

Jian Bland
Mastercard

Meredith Doll/Jonathan Vandegrift
Shake Shack

Monica Drew
Duggal Visual Solutions

Dag Folger/Peter Knutson
Architecture Plus Information (A+I)

Deborah Koenigsberger
TTH Vintage Boutique/Hearts of Gold

Adil Mistry
The Estée Lauder Companies Inc.

John Pavone
IBM

Marisa Seifan
Honeybrains

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Joseph B. Rose
Resident

Kathy Chan
Resident

Mario Messina
Resident

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Honorable Zohran Kwame Mamdani
Mayor of the City of New York

Honorable Brad Hoylman-Sigal
Manhattan Borough President

Honorable Mark Levine
New York City Comptroller

Honorable Carl Wilson
New York City Council

Honorable Harvey Epstein
New York City Council

Honorable Virginia Maloney
New York City Council

CLASSE: COMMUNITY BOARDS AND NONPROFITS

Jessica Chait
Chair, Manhattan Community Board 4

Bradley Sherburne
Chair, Manhattan Community Board 5

Sandra McKee
Chair, Manhattan Community Board 6

Michael Banach
Baruch College

Layla Law-Gisko
Flatiron 20th & 21st Street Block Association

Monika Lenard
Simons Foundation

FLATIRON NOMAD PARTNERSHIP SPONSORS & EXECUTIVE STAFF

SPONSORS & FRIENDS

\$20,000+

Colliers International | William Equities
Deerfield | The Cure
Meringoff Properties
212 Fifth Ave
GFP Real Estate

\$10,000+

ABS Partners
Housing and Services, Inc
SL Green Realty Corporation
PROPS
Vornado Realty Trust

\$5,000+

Kew Management
Madison Green Condominium
Pan Am Equities
Rockrose Development Corporation
The Corcoran Group
The Stanford Condominiums
Windsor Management Corporation
JLL Real Estate Group
L&L Holding Company

FRIENDS OF FLATIRON NOMAD

Martinique Hotel
Poster House
Arrive Wellness
Park South Hotel-JDV by Hyatt

PLANTER PROGRAM

Simons Foundation
Royalton Park Ave

EXECUTIVE STAFF

James Mettham
President

Kurt Cavanaugh
Senior Vice President of
Planning & Operations

John Considine
Vice President of Field Operations

Greg Godfrey
Vice President of Marketing
& Communications

Angelos Kontos
Senior Director of Administration & Finance

Ali Begazo
Director of Economic Development

Claudia Rincon
Director of Placemaking

Peter Steiner
Director of Field Operations

Jane Rossman
Director of Planning & Public Space
Management

Arianne Maliwanag
Marketing, Content & Business
Outreach Manager

Melissa Benedek
Senior Marketing & Content Associate



ABOUT US

We are the Flatiron NoMad Partnership and we serve the businesses, people, and places that help make this district one of Manhattan's most iconic and authentic destinations.

Home to a range of retailers and employers, cultural and educational institutions, and a thriving residential community, the District is a center of activity. From neighborhood enhancements and community building initiatives to the championing of district businesses, we celebrate the quintessential New York attitude with a contemporary edge.

CONTACT US

Flatiron NoMad Partnership
230 Fifth Avenue, Suite 1511
New York, NY 10001
info@flatironnomad.nyc
FLATIRONNOMAD.NYC

FOLLOW US

@FlatironNY
X/Twitter, Instagram, Facebook
and find us on LinkedIn

