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**Following Expansion,
BID Formerly Known as the
Flatiron/23rd Street Partnership
Announces New Name:**

The Flatiron NoMad Partnership

**Partnership also launches new website, FlatironNoMad.nyc,
the go-to information resource for the district**

(New York, N.Y.) - The Manhattan business improvement district (BID) formerly known as the Flatiron/23rd Street Partnership has rebranded with a new name, **Flatiron NoMad Partnership**, following its January 2022 expansion that nearly doubled its footprint to an area that now includes the entire NoMad neighborhood. The BID's previous footprint included Flatiron and the southern part of NoMad; the recent expansion moved its northern border up to—and in some places beyond—31st Street to encompass all of NoMad. The BID's southern border was extended one block south to 20th Street.

Over 14 months, the Partnership worked with world-renowned branding and design firms LaPlaca Cohen and Pentagram to reimagine the look and feel of the organization and reintroduce itself as the Flatiron NoMad Partnership, with a new graphical identity and strategy to position the existing and expanded service areas as one unified and unparalleled destination. In addition to a new logo and color palette, the initial brand roll out includes images of the Flatiron Building, as well as NoMad's iconic mural, The Gilded Lady, by renowned artist [Tristan Eaton](#).

“Through our fresh new brand, we’re signaling to the city and the world that this district is an epicenter of possibilities,” said **James Mettham, President of The Flatiron NoMad Partnership**. “With the district’s expansion finalized and the continued challenges presented by the pandemic, our stakeholders and audiences need our focus and resources now more than ever. Our new name reinforces a cohesive neighborhood identity as we continue to serve the businesses, people, and places that help make Flatiron and NoMad two of Manhattan’s most iconic and authentic destinations.”

“The BID’s newly enlarged territory has given our district even more to offer as a premier destination for exploration, new experiences, and new possibilities. And now we have a brand that captures the quintessential New York City energy of our diverse and dynamic neighborhoods,” said **Michael T. Cohen, President of the Tri-State Region at Colliers International and Chairman of the Board of the Flatiron NoMad Partnership**.

The Partnership also unveiled a new website - FlatironNoMad.nyc - developed by Kudos Design Collaboratory, that went live on May 31, 2022 as the go-to information resource for Flatiron and NoMad. The site features news about businesses, people, and places in the district; an interactive district guide; a redesigned Business Support Portal that allows business owners and managers to submit deals and events to be showcased on the site; data and reports, including quarterly economic and real estate snapshots; information on how to book the Flatiron Public Plaza for events and activations; and other sought after neighborhood info.

The BID's expansion was approved by the New York City Council in 2021, and in January 2022 the Partnership rolled out its supplemental sanitation and safety services, homeless outreach, public space management and beautification, marketing, and business support to its new blocks.

The expansion added approximately 1,500 businesses to the BID, bringing the total number within its boundaries to more than 6,000. The newly added areas also include more than 20 existing or under-construction hotels; a diverse array of retail and dining; a plethora of cultural destinations and historic sites; a growing residential community; and the dynamic Sixth Avenue mixed-use corridor.

Amid the COVID pandemic, the district continues to show signs of economic resiliency and recovery. Flatiron saw New York City's largest office lease of Q1 2022 with IBM's investment in One Madison. Commercial office leasing volumes doubled in the first three months of 2022 compared with the previous quarter, and 30 new ground-floor retail leases were signed, with the majority in the food and beverage category. Meanwhile, foot traffic in the Flatiron Public Plazas has rebounded to 83% of pre-pandemic levels.

In April 2022, the Partnership reinstalled the NoMad Piazza Pop Up pedestrian plaza on the Broadway roadbed between 25th and 27th Streets, after a successful pilot in the fall of 2021—the latest in a series of public realm projects that have helped transform Broadway into a more pedestrian-focused corridor through Flatiron and NoMad. Additionally, since May 2020 the Partnership has managed the City's Open Streets program in Flatiron and NoMad, opening the roadbed on stretches of Broadway, 20th Street, 22nd Street, and 28th Street to pedestrians and cyclists.

The New York City Department of Small Business Services oversees the city's BID program. A BID is a nonprofit organization made up of property owners and commercial tenants who are dedicated to promoting economic development and improving an area's quality of life. New York City 78 BIDs—the largest BID program in the country—serve nearly 300 miles of commercial corridors and invest more than \$162 million into local economies in the former of supplemental services.

About the Flatiron NoMad Partnership

The Flatiron NoMad Partnership, formed in 2006, is a nonprofit organization and business improvement district that serves the businesses, people, and places that help make Flatiron and NoMad two of Manhattan's most iconic and authentic destinations. Home to a range of retailers and employers, cultural and educational institutions, and a



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thriving residential community, the district is a center of activity. The Partnership serves as a dedicated steward and supporter of public life in the district by maintaining a clean and safe environment; spearheading area improvement projects; and marketing and championing the diverse business and retail options in this vibrant and historic neighborhood.

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