

FLATIRON NOMAD

NYC'S
FIRST
GREEN
DINING
DESTINATION™

Marketing Support



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NOMAD





NYC'S FIRST GREEN DINING DESTINATION™

The Flatiron NoMad Partnership and the Madison Square Park Conservancy are partnering with the Green Restaurant Association to establish the Flatiron NoMad district as **New York City's FIRST Green Dining Destination™**



The Conservancy and The Partnership are working with the Green Restaurant Association (GRA), a nonprofit organization dedicated to encouraging restaurants to reduce their carbon footprint.

The GRA provides a turnkey certification system and dedicated consultants to help restaurants optimize operations, save money, and gain exposure as an environmentally responsible business.

GRA Marketing Benefits include:

- GRA Certification and Green Dining Destination Logos, Branding, and Collateral for your location
- Dedicated NYC Green Dining Website
- PR outreach and support to announce NYC's First Green Dining Destination™ and secure media coverage
- Event in a high visibility location to garner media attention.



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Green Dining Destination Marketing Support

@FlatironNY

 Facebook: 8,144+

 Twitter: 7,700+

 Instagram: 29,000+

 Newsletter: 13,200+

The Flatiron NoMad Partnership





The Partnership will promote this exclusive green dining status as a **tent-pole district initiative** including:

- **10% program discount the length of contract for district restaurants registered by June 30, 2023**
- **Website:** Dedicated page on FlatironNoMad.nyc to showcase New York's 1st Green Dining Destination™ and partner restaurants all year.
- **Newsletter:** Announcement and restaurant-specific articles in weekly email newsletter all year.
- **Social & Content:** Ongoing promotion of the program and participating restaurants on @FlatironNY social channels and website content.
- **Guide & Maps:** Restaurant designation in our District Guide and printed Flatiron NoMad map as a "Green Dining Destination™"
- **Collateral:** including rack cards for our info cart & events, Flatiron Plaza signage, and other marketing materials.
- **Streetlamp Banners:** Green Dining Destination™ banners announcing the area's designation on ~142 streetlamp poles throughout the district.



Green Dining Destination Marketing Support

@MadSqParkNYC

-  Facebook: 32,000+
-  Twitter: 13,000+
-  Instagram: 58,000+
-  Newsletter: 12,000+

Madison Square Park Conservancy

As a **lead component** of their sustainability efforts, this program includes:

- Green Dining Destination promotion on the Madison Square Park Conservancy website.
- Integrated communications campaign including features in MSPC's newsletter and social media, park events, park signage and streetlamp banners reaching over 50,000 people a day

NYC & Company

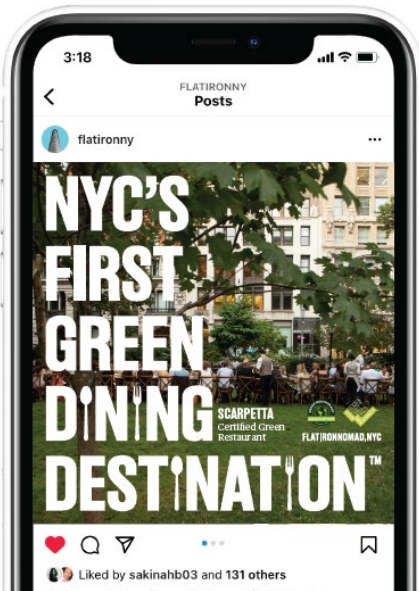
New York City's Tourism Bureau has agreed to promote the Green Dining Destination as part of **tourism communications** with:

- Features in NYC & Company's Green Guide to NYC
- Inclusion in NYC's Restaurant Weeks



Green Dining Destination Marketing Examples

The Flatiron NoMad Partnership & Madison Square Park Conservancy tapped design firm Pentagram to create the program logo and look and feel.



Green Dining Destination

The press is already buzzing...

Coverage has already begun, and we know there will be more media opportunities to come as we announce NYC's First Green Dining Destination.

Read more in [Travel + Leisure](#)

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How This NYC Neighborhood Is Working to Become One of America's Greenest Dining Destinations

Restaurants in the Nomad/Flatiron area are increasingly getting on board with more sustainable dining through a certification program.

By [Stacey Leasca](#) | Updated on November 22, 2022



PHOTO: NOAM GALAI / GETTY CONTRIBUTOR

Although restaurants — especially those in New York City — may not be the most eco-friendly entity, Manhattan neighborhood Nomad is championing ways to serve sustainably and is encouraging others to join.

"The restaurant industry is a major contributor to air, water, and land pollution. It's in the best interest of the industry and our community that we come together to improve our environmental impact and set a model for other restaurants and communities to follow," John Meadow, whose LDV Hospitality operates some of [New York's](#) finest restaurants like [Scarpetta](#), near the neighborhood's Madison Square Park, shared with *Travel + Leisure*.

Restaurants already committed include:

- BLACKBARN
- Scarpetta
- Shake Shack
- Hawksmoor
- American Cut Steakhouse
- Bombay Sandwich Co.
- Honeybrains
- Inday
- Mangia
- Barcade
- Planta Queen
- Rezdôra Osteria Emiliana
- Tarallucci e Vino



Be a Part of

NYC'S FIRST GREEN DINING DESTINATION™

“This will garner excitement from environmentally conscientious dining guests and foster pride amongst our staffs as they can become part of a concerted effort to make the world a better place.”

-John Meadow
LDV Hospitality
Scarpetta

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Contact Us

Megan Garcia
VP Marketing & Outreach
mgarcia@flatironnomad.nyc
P (212) 741-2323
FlatironNoMad.nyc



Emily Dickinson
Senior Sustainability Manager
edickinson@madisonsquarepark.org
P (315) 405-7156
madisonsquarepark.org



Ben Prentice
Business Development Manager
Ben.prentice@dinegreen.com
P (617) 737-4422
Dinegreen.com