

FLATIRON NOMAD



Summer Series
2023 Recap

FLATIRON NOMAD

For The Community, By The Community.

The Flatiron Summer Series was developed to allow district businesses to increase awareness with both residents and employees in the district, while also providing free civic amenities and increased quality of life throughout the summer.

Summer in Flatiron & NoMad



SUMMER SERIES Quick Stats

13

Free Classes & Activities
over 8 weeks of Events

800

Salsa & Art Night
Attendees

12

Hours of Live Salsa at
the North Plaza

8,872

Eventbrite Views

3,700

Giveaways
During the Series

750

Hand Fans
Distributed

289

Free Sweat- Busting
Smoothies

56,551

Social Media
Impressions

600

Pieces of Chalk Used
to Make Art

SUMMER SERIES

2023 Line Up

Solstice Sundial | June 21

The Partnership collaborated with the National Museum of Mathematics (MoMath) to create a large-scale human timepiece on the North Plaza.

Wellness Wednesdays on the Flatiron Plaza | June 21 – August 9

6/21 Athlete's Den with Wolfpack

6/28 Dance + Sculpt with DANCE BODY

7/5 Souk Sweat with SOUK Studio

7/12 MB360 with Life Time

7/19 Slimmer Driller Boxing with Bredwinners

7/26 Mat Pilates with Equinox

8/2 Open Mat with Power Pilates

8/9 HITT 60 with Bode nyc

Salsa & Art Nights | June 22 – July 20

6/29 Salsa & Art Night on the Flatiron Plaza

7/6 Salsa & Art Night on the Flatiron Plaza

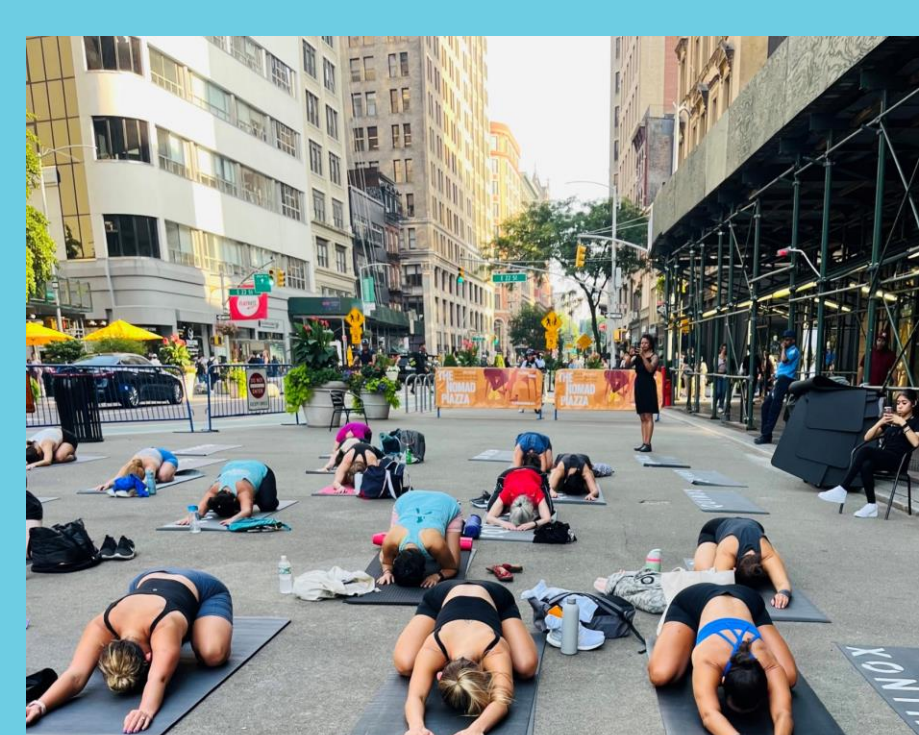
7/13 Salsa & Art Night on the Flatiron Plaza

7/20 Salsa & Art Night on the Flatiron Plaza

*Cancelled events due to weather conditions.

FLATIRON FITNESS Wellness Wednesdays

Our Wellness Wednesday classes offered a variety of free fitness classes, including dance cardio, yoga, high-intensity interval training, boxing, and Pilates. Taught by instructors from local fitness studios, we had 8 weeks of classes with 289 participants. Partners provided registrants with free class vouchers to drive attendees back to the studio for more.

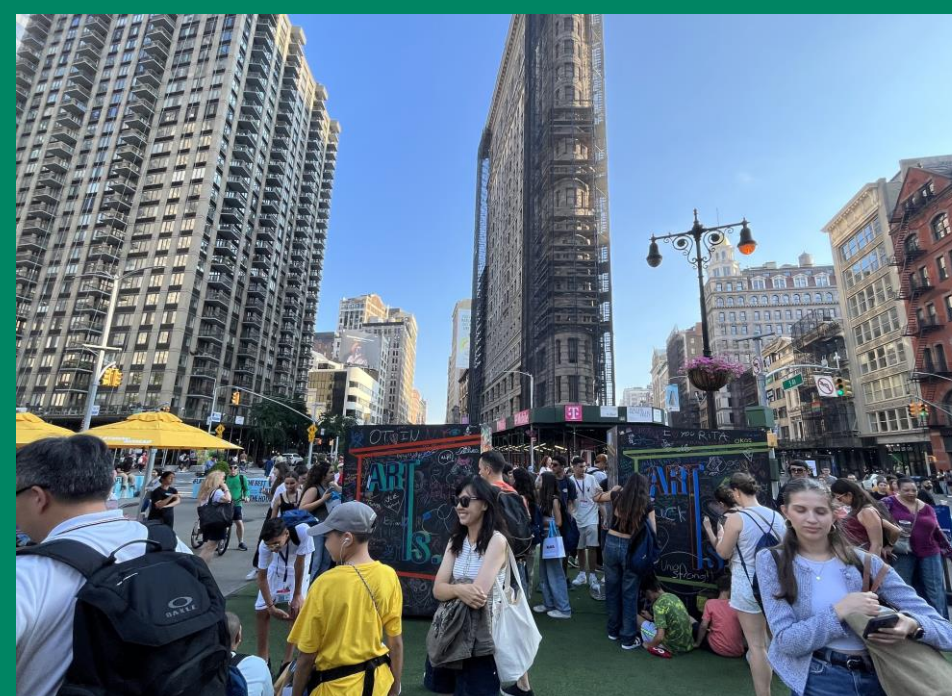
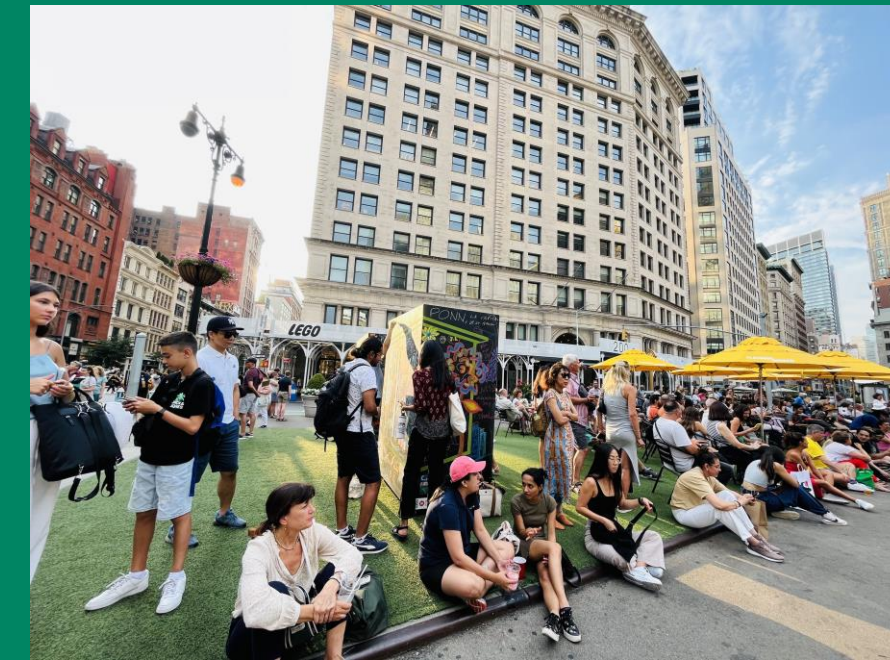


ART IS...

Temporary Art Activation

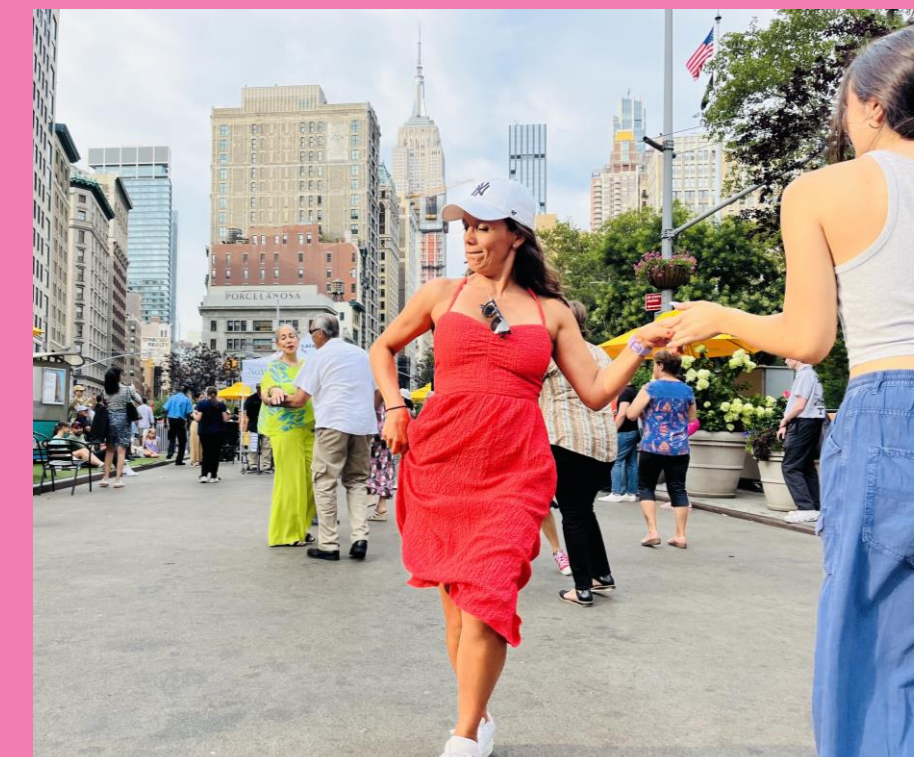
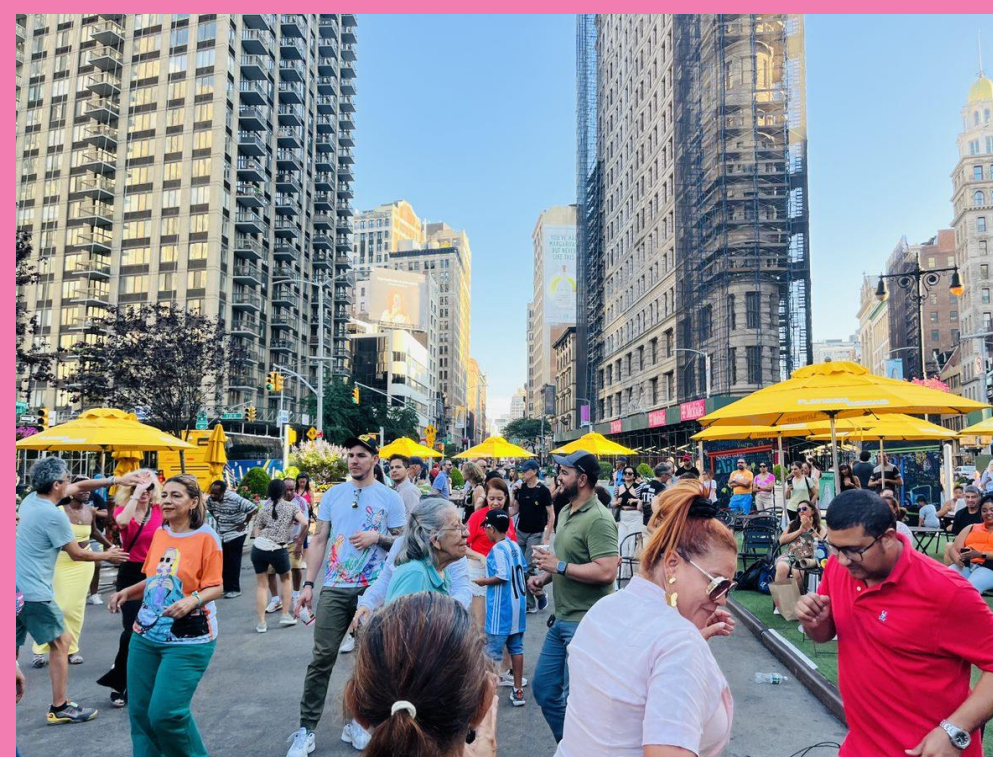
This summer New Yorkers and visitors strolling through the Flatiron District are being asked to respond to the prompt “Art is...” by writing their thoughts and feelings – in words and images – about what art in chalk on a public art installation.

The installation was brought in partnership with the School of Visual Arts and created by the professor and artist Stephen Gaffney.



SUNSET SALSA ON THE FLATIRON PLAZA

Locals and visitors grabbed their dancing shoes and joined us in the Flatiron North Plaza for four evenings full of live Latin beats. Benny Lopez Latin Jazz Ensemble played live music for an enthusiastic crowd on four Thursdays in June and July. An estimated; of 800 attendees were able to dance, try out their moves, and make friends while enjoying a summer night in the heart of the city.



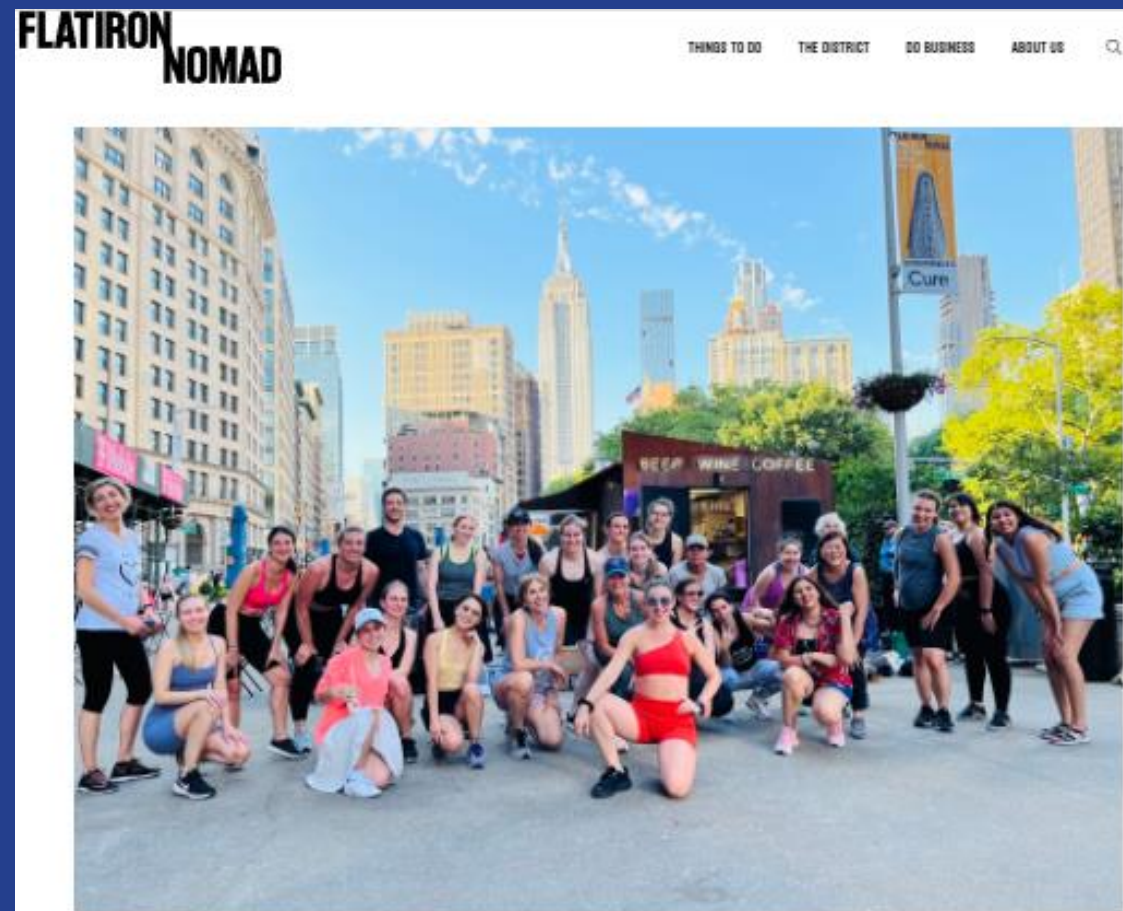
FLATIRON FITNESS

Sampling Partnerships

Attendees received curated wellness gift bags to showcase samples and gifts from district businesses. The custom totes included coupons and discounts from local entries as well as Flatiron NoMad swag such as chip clips, reusable straws, sunscreen, and other snacks and gifts. Flatiron Plate provided free fresh smoothies to attendees after each class. 289 gift bags and smoothies were given out this year over the eight-week series.



SUMMER SERIES Marketing Support



Summer Series. For eight weeks this summer, enjoy iconic views from the Flatiron Plaza as you **workout for FREE** with local fitness studios, enjoy **salsa music & dancing**, and participate in **experiential public art**.

SUMMER SOLSTICE SUNDIAL

Wednesday, June 21st at 9:30 am

Join us and the **National Museum of Mathematics (MoMath)** on the North Plaza to create a large-scale human timepiece. Leave your personal mark on a jumbo sundial banner in honor of the Summer Solstice.

The MoMath team will be out on the Flatiron North Public Plaza (just north of 23rd Street at Broadway) beginning at 9:30 am to celebrate the longest day of the year.



FREE FITNESS CLASSES THROUGH AUGUST 9

The Flatiron Fitness Series is back with eight weeks of **FREE** outdoor fitness classes. Work out with us at our signature "Wellness Wednesday" evening classes in the Flatiron South Public Plaza at 6 pm.

UPCOMING CLASSES

Wednesday, June 21st at 6 pm:
Wolfpack: Athlete's Den

Flatiron South Public Plaza (Broadway b/w 22nd & 23rd Streets)

At Athlete's Den, we have honed in on our core expertise of personal training, and we are taking it up a notch. Our program offers a high focus on functional training of sports such as golfing, skiing, and tennis, along with recovery training and our very own run club. We have created a tailor-made experience for athletes that is simply unparalleled.

[Register for Class](#) | [Print & Sign Waiver](#)

Wednesday, June 29th at 6 pm:

DanceBody: Dance + Sculpt

Flatiron South Public Plaza (Broadway b/w 22nd & 23rd Streets)

Experience dance-inspired cardio and sculpt intervals set to the best music out there. We don't do boring! No equipment is necessary to get a great sweat. Wear sneakers, come prepared to move. 40 minutes of Dance Cardio and 20 minutes of Sculpt.

[Register for Class](#) | [Print & Sign Waiver](#)



SUMMER SERIES 2023

Summer Series 2023
June 21-August 9, 2023

GET INFO & SIGN UP:

FlatironNoMad.nyc/Summer

This summer, enjoy free fitness, dancing and art in the heart of Flatiron and NoMad.



The Flatiron NoMad Partnership, in partnership with local businesses and institutions, is offering eight weeks of free classes and activities on the Flatiron Public Plazas at 23rd & Broadway.

SOLSTICE SUNDIAL Wednesday, June 21
Join us and the National Museum of Mathematics (MoMath) on the North Plaza to create a large-scale human timepiece. Leave your personal mark on a jumbo sundial banner to celebrate the Summer Solstice.

WELLNESS WEDNESDAYS June 21-August 9

Free fitness classes every Wednesday evening at 6 pm on the South Plaza. #FlatironFitness

6/21 ATHLETE'S DEN Wolfpack	7/19 SUMMER DRILLER BOXING Bredwinners
6/28 DANCE + SCULPT DanceBody	7/26 MAT PILATES Equinox
7/3 SOAK SWEAT SOUK Studio	8/2 OPEN MAT Power Pilates
7/10 MB300 Life Time	8/9 HITT 60 bodē nyc

SALSA & ART NIGHTS June 22-July 13

The Benny Lopez Latin Jazz Ensemble performs live salsa music giving attendees—regardless of their experience and ability—the opportunity to dance to live salsa music. Join us on the North Plaza from 4 pm-7 pm.

While you're there, experience "The Small Box," an experiential public art activation presented by School of Visual Arts, Continuing Education (SVACE). Write on the piece, in chalk, your own answer to a question posed by SVA professor and artist Stephen Gaffney.

Get more info & register: FlatironNoMad.nyc/Summer2023
@FlatironNY



Wednesday, August 2

Flatiron Outdoor Fitness - Open Mat with Power Pilates

Sales Ended

[Details](#)

The Flatiron NoMad Partnership presents eight weeks of outdoor fitness classes in collaboration with local studios and gyms.

Digital & Print:

- 2,000 Flatiron Fitness Rack Cards
- 8,872 Eventbrite Views & 1,350 RSVPs
- Flatiron Fitness Webpage: 3,690 Pageviews
- Most Visited Page on FlatironNoMad.nyc*

*This does not account for homepage.

SUMMER SERIES Marketing Support

Earned Media:

This year's series saw a total of 109 press highlights, across 17 unique local media channels. Press highlights included a combined total of 14 press features and 95 total calendar listings.

Featured press included Time Out New York, 6sqft, Gotham To Go, City Life, Noticia, El Diario, and others event centric outlets.

The screenshot shows a Time Out New York article. The header includes navigation links for News, Things to Do, Food & Drink, Culture, Theater, Travel, Cannabis, Time Out Market, and More. The article title is "Flatiron Nomad Partnership's Wellness Wednesdays" under the category "Sports and fitness". It features a photograph of a group of people participating in an outdoor fitness class on a city street. Below the photo is a "Buy ticket" button. To the right of the main image is a promotional poster for "Broadway's Biggest Party! Aladdin: The Hit Broadway Musical" with the text "GET TICKETS TODAY". At the bottom, there is a section titled "Time Out says" with a short paragraph about the wellness classes.

The screenshot shows a Patch New York City event listing. The header includes a search bar for "Your town or ZIP code" and a "Subscribe" button. The event title is "Free Fitness Class with Power Pilates: Open Mat" by Sandra Tharas, a Community Contributor. It features a photograph of a group of people at a fitness class. The event details include the date "Wed, Aug 2, 2023 at 6:00 PM" and the location "Flatiron Public Plaza, Broadway, New York, NY, 10010". There is an "Add to calendar" button and a "More info here" link.

The screenshot shows the website for "THE CITY LIFE ORG". The header includes a "STOP & SHOP Lunchbox Favorites" banner. The main content area features a large group photograph of people at a fitness event, with the Flatiron Public Plaza and the Empire State Building visible in the background. The website has a navigation menu with links for HOME, NEWS, MUSIC, PODCAST, TV, BOOK, and SHOP. Below the photo, there is text about the "2023 SUMMER SERIES INTERACTIVE PUBLIC ART, SALSA DANCING, FITNESS CLASSES, AND MORE ON THE FLATIRON PUBLIC PLAZAS".

SUMMER SERIES Marketing Support

Email Campaigns:


The Summer Series was promoted across 14 e-mail campaigns between June 7th and August 9th. Overall, this drove the following:

- 158,505 Total Email Sends*
- 69,899 Emails Opened
- 44.1% Open Rate
- 3,301 Clicks

Among the 14 e-mail campaigns, this included 9 weekly newsletter e-mails and 5 dedicated event e-mails.

*This does not account for bounce-back emails.

THE LATEST
June 21, 2023



FLATIRON NOMAD

FLATIRON FITNESS SERIES STARTS TODAY

Enjoy eight weeks of free outdoor fitness classes led by local Flatiron & NoMad studios starting today, June 21.

Wednesday evening classes will be held on the Flatiron South Plaza at 6 pm.

Registration is still open for the first three Wednesdays:

- [June 21: Wolfpack Studio: Athlete's Den Strength & Cardio](#)
- [June 28: DanceBody: Dance + Sculpt](#)
- [July 5: SOUK Studio: SOUK Sweat](#)

SIGN UP

SALSA & ART NIGHTS



Part of our [Flatiron NoMad Summer Series](#), join us for four weeks of Salsa & Art Nights! Dance to live salsa music from the Benny Lopez Latin Jazz Ensemble on the Flatiron North Public Plaza.

While you're there, experience "The Small Box," an experiential public art activation presented by [School of Visual Arts Continuing Education \(SVACE\)](#). Attendees have the opportunity to write on the piece, in chalk, their own answer to a question posed by SVA professor and artist Stephen Gaffney.

Registration is open for the first two weeks:

- [June 22: Salsa & Art Nights](#)
- [June 29: Salsa & Art Nights](#)

REGISTER



JOIN US!
Flatiron Fitness Series 2023



FREE FITNESS CLASSES RETURN NEXT WEDNESDAY

Starting next Wednesday, June 21st enjoy eight weeks of FREE outdoor fitness classes led by local Flatiron & NoMad studios.

Wednesday evening classes will be held on the Flatiron South Public Plaza at 6 pm as part of our [summer event series](#).

Registration is open for the first three Wednesdays:

- [June 21: Wolfpack Studio: Athlete's Den Strength & Cardio](#)
- [June 28: DanceBody: Dance + Sculpt](#)
- [July 5: SOUK Studio: SOUK Sweat](#)

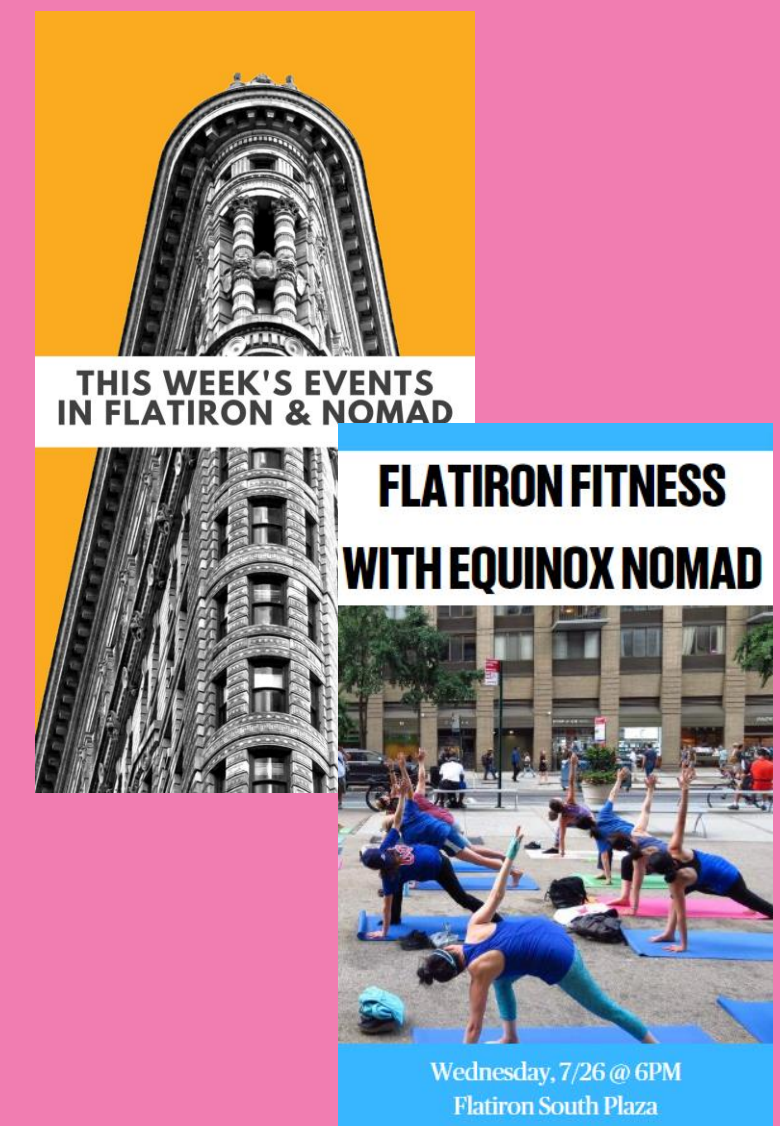
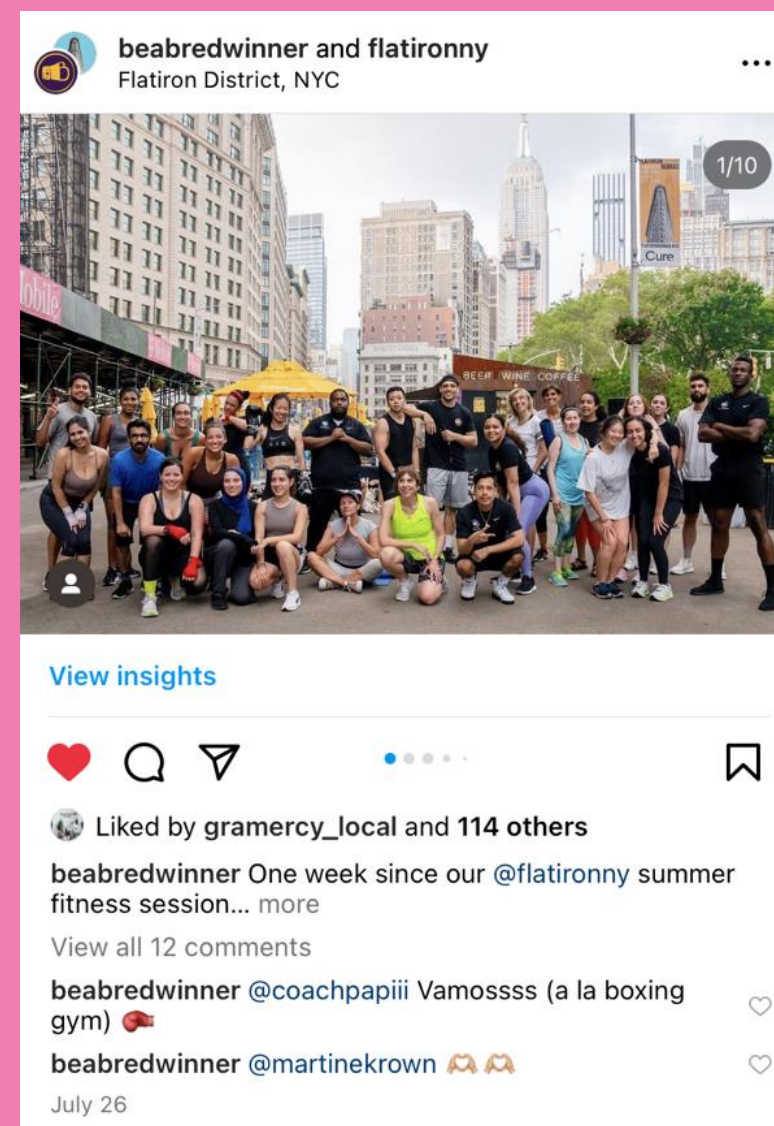
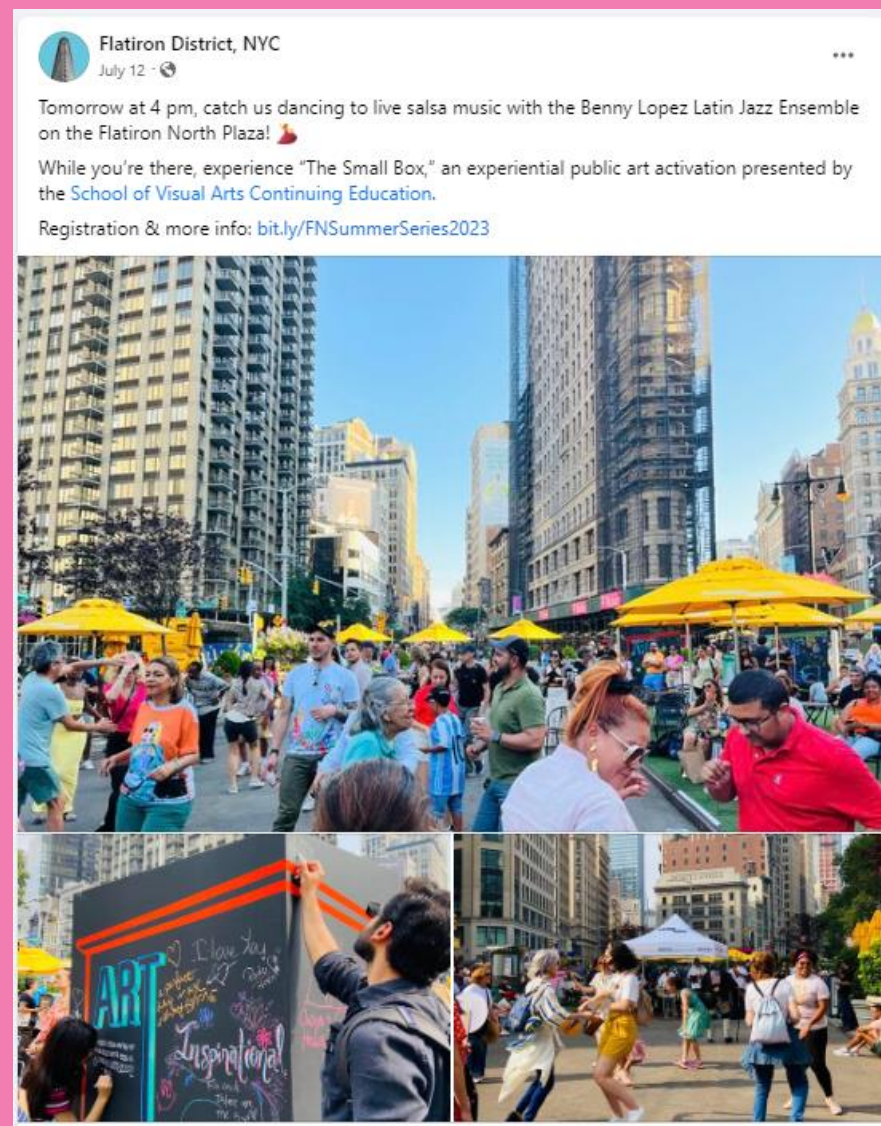
SIGN UP

SUMMER SERIES Marketing Support

Social Media Support

The Series was promoted across each of our social channels: Facebook, Instagram, and Twitter. The variety of programs were shared through multiple content types, particularly on our most active channel, Instagram. These content types included: Weekly Event Story Highlights, Reels, Live Stories, and In-Feed Posts.

Across channels, Summer Series content drove a blended total of 56.5K+ impressions/reach, 2.6K video views, and 5.9% engagement rate.



SUMMER SERIES

2023 Program Partners

Thank you to our partners for a successful program this year!

Flatiron Plate | GFP / Flatiron Building | bodē nyc | Bredwinners | DanceBody | Equinox
| Life Time | Power Pilates | SOUK Studio | Wolfpack | National Museum of Mathematics |
School of Visual Arts Continuing Education | Benny Lopez Latin Jazz Ensemble



That's A Wrap!

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