

**FLATIRON
NOMAD**



**ALL EYES ON
FLATIRON NOMAD**

**ANNUAL
REPORT**

Where Innovation Meets Community

Flatiron and NoMad have become a model for the "new New York," where the excitement of an urban center meets the creativity and vibrancy of our community. This year alone, we've seen record engagement in our public spaces, with nearly 10 million visitors, including nine of our ten busiest days ever. People want to be here, and it's no wonder why—we're at the apex of Manhattan, a dynamic, mixed-use destination like no other.

Whoever said "New York is dead" hasn't visited the Flatiron and NoMad neighborhoods recently. Like many business districts, we faced unprecedented challenges over the past several years, but our response has been anything but ordinary. We've embraced change and emerged stronger, transforming into a vibrant hub of innovation, culture, and community. Today, that momentum is reflected in art that transcends borders, outdoor spaces that invite everyone to connect, and bespoke programming that fosters human connection.

With nearly 40% of our storefronts leased by food and beverage establishments, the district's economic recovery is booming. Consumer spending in restaurants, bars, entertainment, and hospitality has notably exceeded pre-pandemic levels, further demonstrating the district's resilience.

This year, with generous support from our partners at the Simons Foundation, we pushed the boundaries of human connection with the installation of The Portal, a temporary, immersive art piece that connected our district to Dublin, Ireland, via a real-time livestream. With over 1.2 million visitors, The Portal highlighted the daily interactions of our employees, residents, and visitors, while showcasing the international appeal of our neighborhood.

Our community programming continues to delight and engage, from our Día de Muertos celebration—where over 600 hand-painted sugar skulls and 455 marigolds adorned our community altar—to our Solar Eclipse event, which saw nearly 2,000 people come together for a once-in-a-lifetime celestial event.

Mayor Adams' announcement of the expanded Broadway Vision Plan also reinforces our ongoing efforts to create safe, clean, and accessible public spaces for all New Yorkers and visitors. This plan sets a new gold standard for urban placemaking, demonstrating how public-private collaboration can transform city streets into vibrant, inclusive environments. As a civic leader in urban transformation, we are proud to be at the forefront of this movement, leading the charge in creating a people-first Broadway from 21st Street to Union Square, with new public seating, pedestrian improvements, bike lanes, and horticulture enhancements.

As we continue to evolve, we invite you to join us in celebrating the possibilities of our district. Flatiron and NoMad are more than just places to live or work—they are living laboratories for innovation, creativity, and community. Together, we are proving that downtowns and midtowns aren't dead; they're just getting started.

In this annual report, I invite you to learn more about the mixed-use success story of the Flatiron and NoMad districts and the services our team is providing to ensure that it continues to flourish.

Sincerely,



James Mettham
President

FLATIRON
NOMAD

ALLEYES



NP RTAL



Launched in early May and displayed on the Flatiron South Plaza, Portal was a groundbreaking public technology art sculpture that visually connected NYC with Dublin, Ireland.



Located near the iconic Flatiron Building and Dublin Spire, the Portals captivated visitors through a visual livestream and celebrated the power of art, science, and technology to bring communities together.

Portal was made possible through the generosity of the Simons Foundation and the trust and long-time partnership with NYC Department of Transportation (DOT) Art.



Broadway Vision Expands

Building on the success of Broadway Vision in NoMad in 2023 and shared streets in years prior, 2024 saw the expansion of a people-first Broadway in Flatiron from 21st Street south to Union Square.



The Partnership worked closely with NYC DOT on this project that culminated in new public seating areas and shortened pedestrian crossings, two-way bicycle facilities, and added horticulture flourishes throughout.



WELCOME TO THE NEIGHBORHOOD





IBM



Electric Shuffle NYC

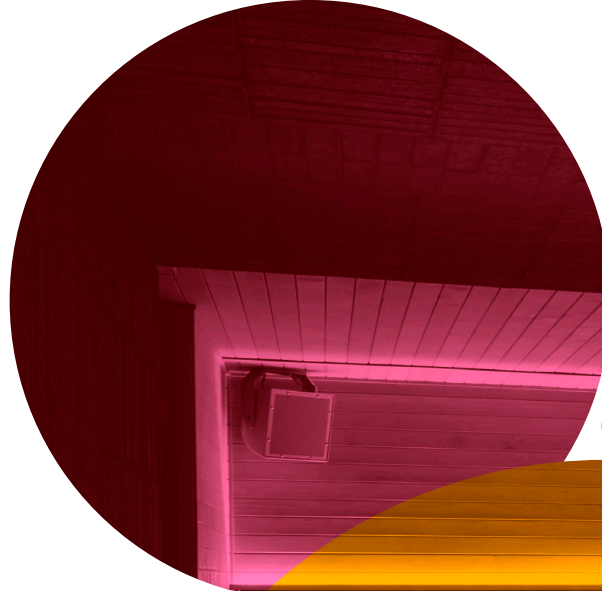
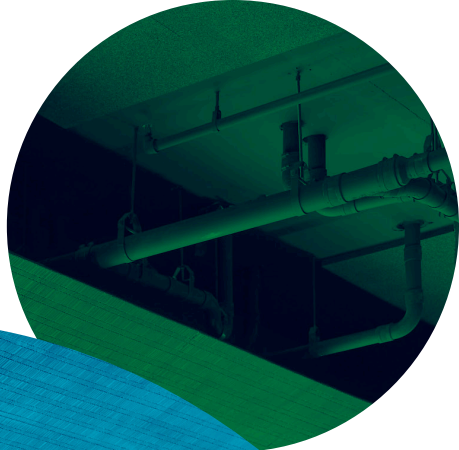


Grandma's Home



YETI

BATHHOUSE Flatiron



Othership Flatiron



DESTINATION FLATIRON & NOMAD



300 linear feet of festive lights illuminated the North Plaza

36,000 social media impressions



Día de Muertos

600+ hand-painted sugar skulls created by attendants

455+ marigolds adorned on the community altar

20 dance numbers performed



Winter Glow



500 glow sticks activated
0.3 miles marched in the
Winter Glow parade
300,000+ social impressions
5 interactive experiences
on the North Plaza



Solar Eclipse



2,000+ special glasses distributed

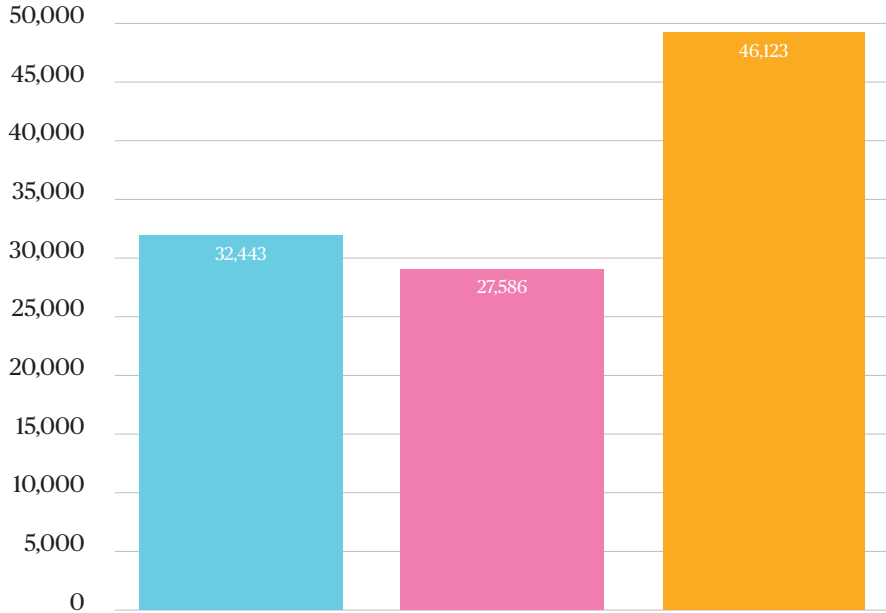


ALL IN THE NUMBERS

Portal Stats

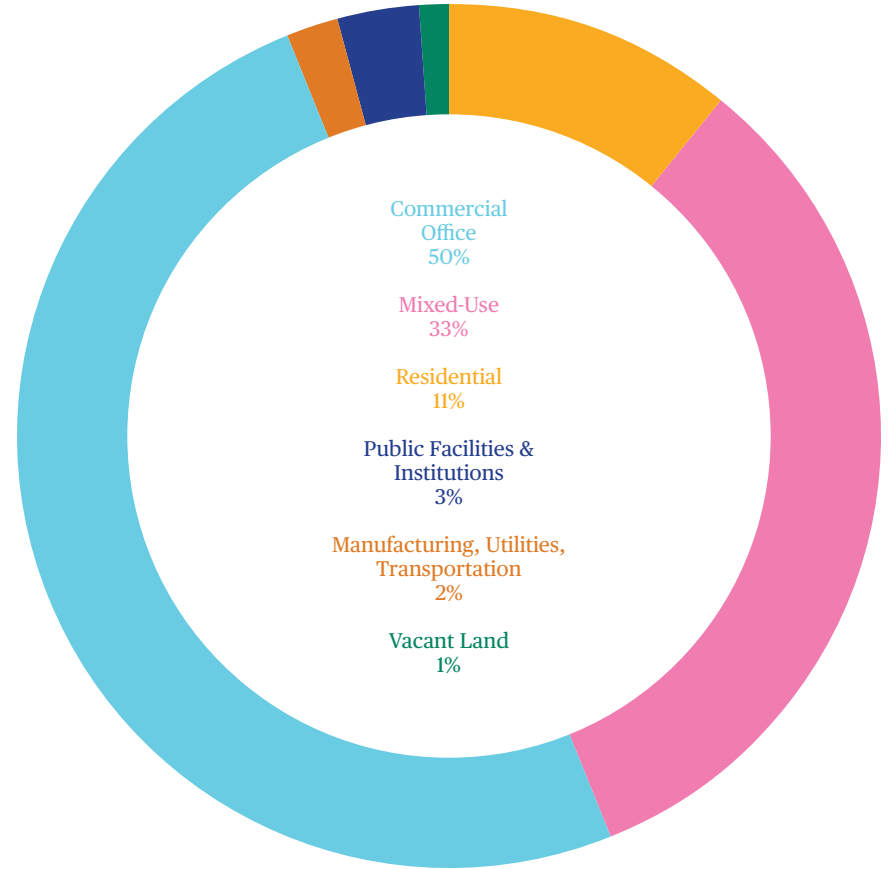
SOUTH PLAZA AVERAGE MONTHLY VISITS

2023 Average 2024 Average, Pre-Portal (Jan-Apr) 2024 Average, During Portal (May-Jun)



Flatiron NoMad

LAND USE

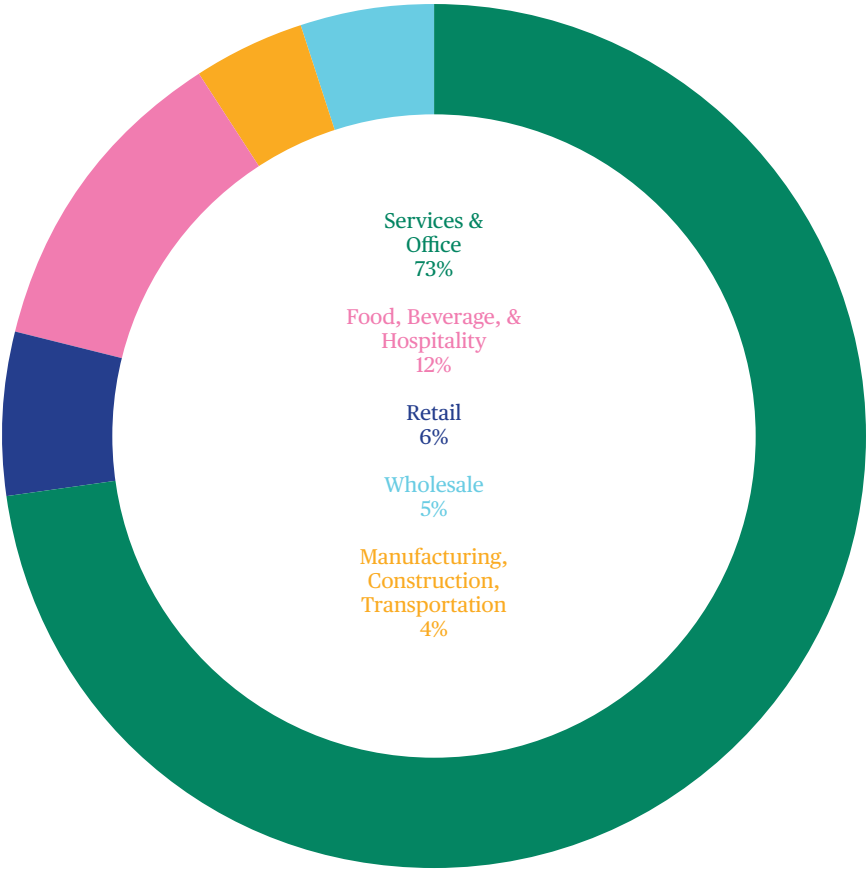


Source: PLUTO, 2023

OVER 9 billion impressions across social and news outlets
1.2M Portal Visitors (May-August 2024)
4 stars on Google | 117 reviews

Workforce Diversity

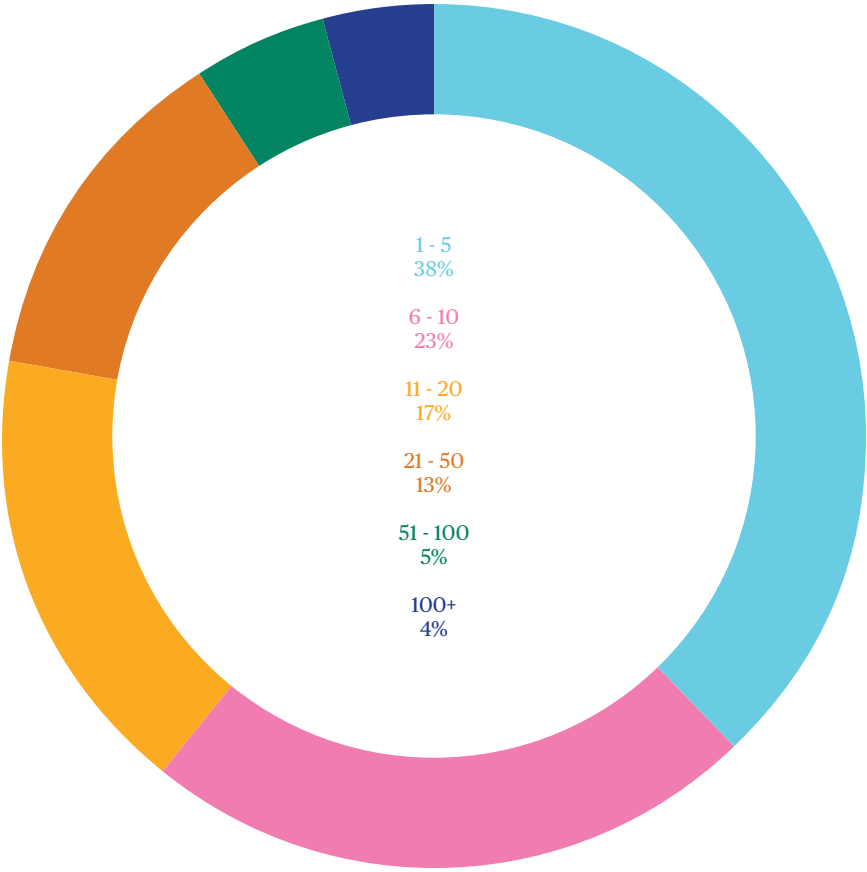
COMPANIES BY SECTOR



Source: QCEW, 2023

Workforce Diversity

COMPANIES BY SIZE



Source: CoStar, July 2024

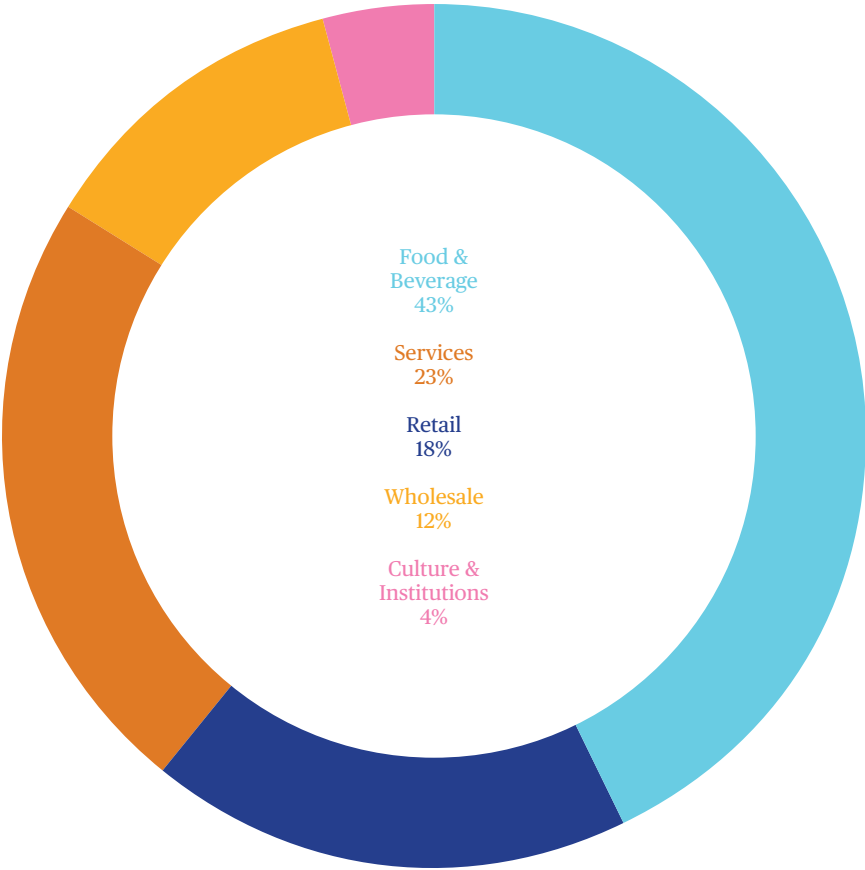
106K employees
14.7M employee visits

Source: QCEW, 2023

Source: Placer.ai, 2023

Flatiron NoMad Retail Mix

GROUND FLOOR BUSINESSES

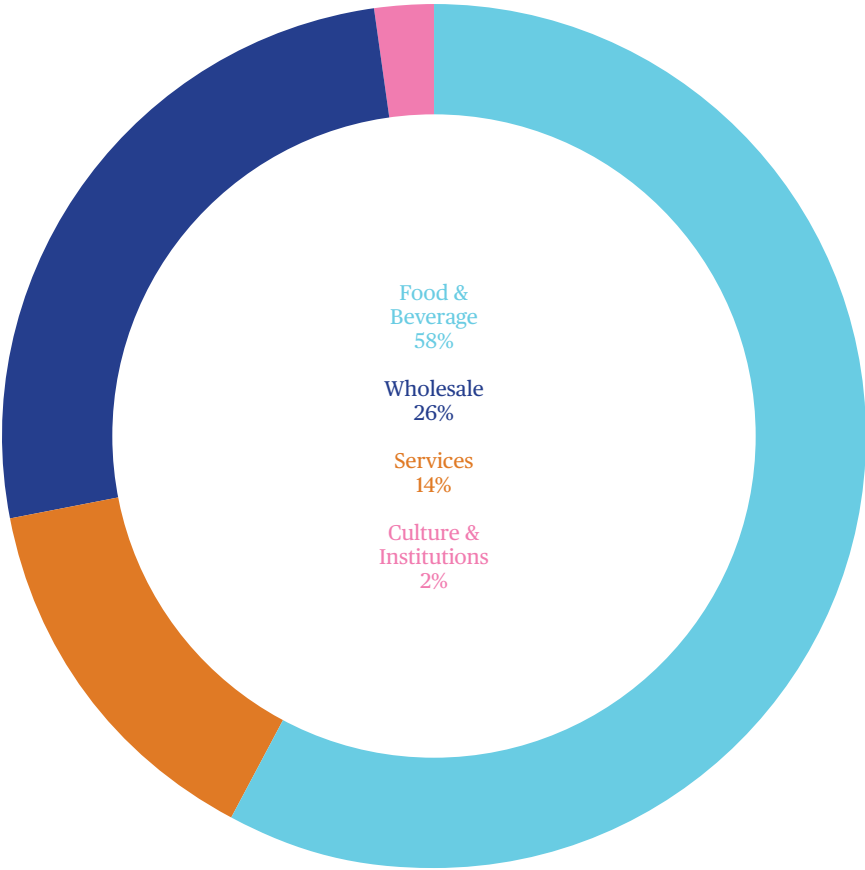


964 ground floor retail spaces
\$52M monthly spending at district restaurants & bars
\$41M monthly spending at district retail locations
\$20M monthly hospitality spending
\$12M monthly spending at district entertainment & recreation locations

Source: Replica, May 2023

Latest in Retail

2024 GROUND FLOOR BUSINESS OPENINGS



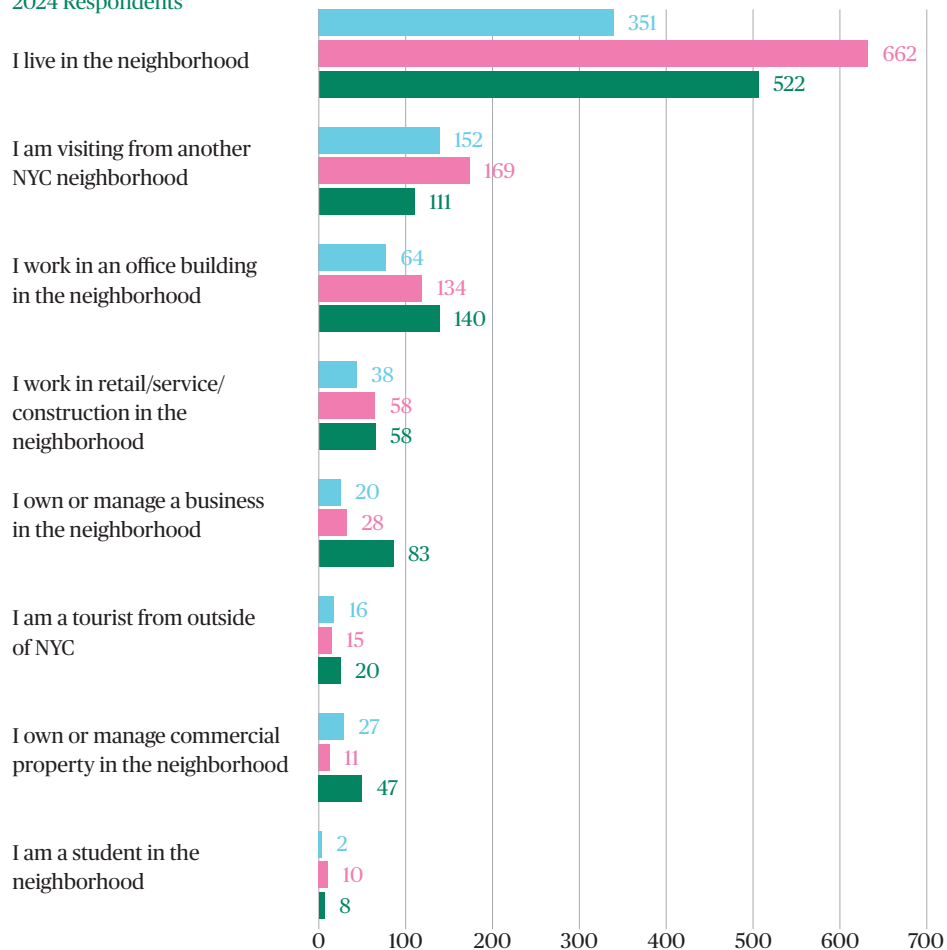
42 hotels in district
5,000 room keys
8 Michelin starred restaurants
110K daily visitors and shoppers

Source: CoStar, August 2024

Source: Placer.ai, August 2024

Affiliation to Flatiron & NoMad

2022 Respondents
2023 Respondents
2024 Respondents



96% of respondents would recommend Flatiron & NoMad to a friend
92% cleanliness rating (compared to other NYC neighborhoods)
97% of respondents feel safe in the district at most times
97% of respondents walk, bike, or use public transportation to get to and around the district

Marketing Data



52,000+ social media followers on Instagram, Facebook, X, and LinkedIn
16K+ e-newsletter subscribers
425,000 page views (and counting!) on FlatironNoMad.nyc



MAKING IT HAPPEN



Public Safety

Our Public Safety Officers (PSOs) are neighborhood ambassadors who help ensure Flatiron & NoMad remains safe and welcoming for all. From providing directions to reporting safety concerns, our PSOs are our eyes and ears throughout the district.

PSOs also serve as liaisons with City authorities by addressing issues in real-time and assisting during emergencies. Their efforts supplement the services of the New York Police Department (NYPD), specifically the 13th and Midtown South Precincts.

Clean Team

Seven days a week, in all weather, our Clean Team works tirelessly to keep Flatiron & NoMad inviting for tens of thousands of residents, commuters, and visitors. Through removing graffiti, sweeping and power-washing sidewalks, and shoveling snow, the Clean Team keeps the district in tip-top shape.

Crew members maintain our corner trash bins and clean and paint a variety of City-owned assets from bus stop shelters to mailboxes. The team places public seating amenities, including tables, chairs, and shade umbrellas on our plazas and public seating areas along Broadway in Flatiron & NoMad.



Homeless Outreach

Since 2007, the Partnership has worked with Urban Pathways' outreach professionals to offer a helping hand to those most in need in Flatiron & NoMad. Homeless outreach team members are in the district daily and engage individuals living without shelter to build trust, learn about their needs, and connect them with support services.



Streetscape & District Beautification

Daily stewardship of Flatiron & NoMad public spaces is a hallmark of the district. We believe that public space planning and management are key to a flourishing neighborhood. Our lively streets, sidewalks, and plazas are enhanced by the installation and maintenance of seasonal plants and flowers in hundreds of hanging baskets, sidewalk and plaza planters, and tree pits. We also provide TLC to the blooming median malls you'll find in the middle of Park Avenue South, from 19th Street up to 32nd, our northernmost boundary.



Marketing & Communications

Our Marketing team champions the businesses, people, and places that call Flatiron & NoMad home while serving as the go-to neighborhood resource. We make headlines, shape conversations, and shine a spotlight on district offerings.

FlatironNoMad.nyc serves as our content hub, with articles on businesses, events, and news. Our social posts include curated articles, photos, collaborations, and videos featuring businesses from all corners of the district.



Programming & Events

We create events and programs to educate, inspire, and share the experiences that make Flatiron & NoMad so special.

Most of our unique events take place in the public realm. Locals and visitors alike are treated to one-of-a-kind experiences through our cultural programming, holiday activations, and public art engagements. These programs spotlight our array of ground floor retailers, restaurants, and venues throughout the district.



Economic Development & Reporting

Our economic development team takes a comprehensive approach to studying and analyzing the neighborhood to identify opportunities for local development and growth. We collaborate with governmental partners, such as the NYC Economic Development Corporation (EDC) and NYC Department of City Planning (DCP), to share and promote program opportunities that can be beneficial to Flatiron & NoMad stakeholders.

The team gathers data that helps us identify trends, manage public spaces, and support local businesses and property owners. Staff routinely monitors ground floor retail activity and retail spending, upper-floor office and residential leasing, commercial and residential leasing, commercial and residential

development, and mobility data. We conduct a variety of surveys each year, including our Annual Community Survey which gathers neighborhood sentiment and service program feedback that helps inform and prioritize our work for the year ahead.

Our research and data analysis are published as quarterly and annual snapshots along with newsletters tailored to the local real estate community.



Advocacy

Our team not only provides core services throughout Flatiron & NoMad but also provides a voice for our stakeholders. We communicate publicly and with local elected officials and government agencies about our district's needs. We work to ensure that our district receives needed resources from the City of New York and that public policy aligns with our stakeholders' goals.

Flatiron NoMad Partnership Business Improvement District

STATEMENT OF FINANCIAL POSITION

	JUNE 2024 unaudited	JUNE 2023 audited	JUNE 2022 audited
ASSETS			
Cash	\$ 3,894,668	\$ 3,852,900	\$ 2,576,983
Prepaid assets and receivables	147,408	93,907	117,858
Investments	1,431,823	1,375,706	1,325,990
Property, lease, security deposits	729,314	909,314	1,094,026
TOTAL	\$ 6,203,213	\$ 6,231,827	\$ 5,114,857
LIABILITIES/NET ASSETS			
Liabilities and lease payable	\$ 1,303,602	\$ 1,341,195	\$ 1,464,493
Net assets	4,899,611	4,890,632	3,650,364
TOTAL	\$ 6,203,213	\$ 6,231,827	\$ 5,114,857

STATEMENT OF ACTIVITIES

	JUNE 2024 unaudited	JUNE 2023 audited	JUNE 2022 audited
SUPPORT AND REVENUES			
Assessment revenue	\$ 6,000,000	\$ 6,000,000	\$ 5,269,178
Contributions and other	1,341,465	1,394,782	976,001
TOTAL	\$ 7,341,465	\$ 7,394,782	\$ 6,245,179
EXPENSES			
Marketing	\$ 897,080	\$ 720,107	\$ 882,321
Safety	606,807	488,618	400,351
Sanitation	2,794,486	2,542,544	2,025,172
Social services	301,717	272,604	158,136
Public improvements	2,130,756	1,517,239	1,204,804
Administration	601,640	613,402	446,996
TOTAL	\$ 7,332,486	\$ 6,154,514	\$ 5,117,780
INCREASE IN NET ASSETS	\$ 8,979	\$ 1,240,268	\$ 1,127,399

Fiscal Year 2025 Approved Budget

	ADMIN.	MARKETING	PUBLIC SAFETY	SANITATION	SOCIAL SERVICES	PUBLIC REALM	FY2025 BUDGET TOTAL	FY2024 BUDGET TOTAL
Assessment revenue	-	-	-	-	-	-	\$ 6,000,000	\$ 6,000,000
Program service revenue	0	325,000	0	0	0	825,000	1,150,000	1,041,900
Interest income	-	-	-	-	-	-	200,000	70,000
TOTAL REVENUE	-	-	-	-	-	-	\$ 7,350,000	\$ 7,111,900
PROGRAM EXPENSES								
PERSONNEL COSTS								
Total salaries & Payroll taxes	\$ 260,198	\$ 444,243	\$ 169,490	\$ 172,597	\$150,866	\$402,421	\$ 1,599,814	\$ 1,405,433
Health & Other benefits	26,434	56,492	11,512	13,861	12,028	44,434	164,761	141,177
TOTAL PERSONNEL COSTS	\$ 286,633	\$ 500,735	\$ 181,002	\$ 186,457	\$ 162,893	\$ 446,855	\$ 1,764,575	\$ 1,546,610
DIRECT EXPENSES								
Outside contractors	-	\$ 227,000	\$ 390,000	\$ 2,760,000	\$ 200,000	\$ 1,023,000	\$ 4,600,000	\$ 4,272,267
Program equipment	-	-	1,000	-	-	200,000	201,000	8,500
Program supplies	-	67,000	1,000	1,000	-	20,000	89,000	151,500
Project expenses	-	300,000	80,000	62,000	-	287,000	729,000	1,113,000
Public improvements	-	-	-	40,000	-	65,000	105,000	620,000
TOTAL DIRECT EXPENSES	0	\$ 594,000	\$ 472,000	\$ 2,863,000	\$ 200,000	\$ 1,595,000	\$ 5,724,000	\$ 6,165,267
TOTAL PROGRAM EXPENSES	\$ 286,633 (3.8%)	\$ 1,094,735 (14.6%)	\$ 653,002 (8.7%)	\$ 3,049,457 (40.7%)	\$ 362,893 (4.8%)	\$ 2,041,855 (27.3%)	\$ 7,488,575 (100%)	\$ 7,711,877 (100%)
Total general operating							360,500	\$ 370,222
TOTAL EXPENSES							\$ 7,849,075	\$ 8,082,099
Excess revenues over expenses							(\$ 499,075)	(\$ 970,199)

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Monika Lenard

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Deerfield / The Cure
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\$10,000+

ABS Partners Real Estate
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\$5,000+

Madison Green Condominium
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Mikako Murphy
Senior Planning Associate

Sabrina McFarland
Part-Time Staff Writer



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

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