



East Midtown Partnership
2023 ANNUAL REPORT
to the Community



East Midtown Partnership
875 Third Ave., Mezzanine
New York, NY 10022

212-813-0030 • www.EastMidtown.org



WE ARE CONNECTED

Each week the East Midtown Partnership distributes information on district sales and promotions, community events, street closures, and more. When special circumstances arise – be it the United Nations General Assembly, Restaurant Week, or holiday programs – thousands of people turn to our bulletins, website, and social media posts for accurate, up to date information. Contact us at 212-813-0030 or info@eastmidtown.org to find out how we can connect with you!



Join us
for the

East Midtown Partnership's 22nd Annual Meeting

Thursday, November 9, 2023, 8:00 AM

Streamed on Zoom and in-person at
SUNY Global Center, 116 East 55th Street
(Lexington-Park)

Recognizing



Jessica Walker
President & CEO
Manhattan
Chamber of
Commerce



Andrew Rigie
Executive
Director
NYC
Hospitality
Alliance

for their leadership through the pandemic and beyond

Call 212-813-0030 or visit our website
www.EastMidtown.org/Annual22 for more information.



MESSAGE FROM THE CHAIR OF THE BOARD OF DIRECTORS AND THE PRESIDENT

Managing programs and services in a vibrant area like East Midtown Manhattan requires energy and creativity even in the best of times. But when faced with a once-in-a-century event like the COVID-19 pandemic and the resultant challenges of economic recovery, problem-solving skills, coalition-building, and critical thinking become even more important.

From large, seemingly insurmountable challenges (“*How can we get people back to the office?*”) to the more routine items that nevertheless affect the quality of life in our community (“*How do we keep delivery people and birds out of our plantings?*”), over the past three and a half years the Board of Directors and staff of the East Midtown Partnership have worked diligently to find the best solutions to new problems. In this



Steven M. Cherniak
Chair of the Board of Directors

Annual Report, you’ll read about some of the ways we’ve engaged



Rob Byrnes
President

creative approaches to address new (and some not-so-new)

community concerns... because in 2023, it’s important to think and move more quickly than ever before.

As our slice of the City continues to recover from the pandemic, there is every reason to feel optimistic. Our storefront vacancy rate is down; new, modern Class A buildings are opening; hotels are full of business travelers and tourists; several major restaurants are coming; and our sidewalks are crowded again. We aren’t turning a blind eye to some real problems, but we can see a lot of daylight.

The East Midtown Partnership will provide the quality services, innovative programming, and creative problem-solving we’ve become known for as we continue to build and improve our community. We welcome you to join us on this journey.

MARKETING & PROMOTIONS

Bringing People Into East Midtown

As New York City continues to emerge from the worst of the pandemic, it has been apparent that the public craves activities and events again. We were happy to deliver. Here are a few of our highlights from 2022-2023:



Trick-or-Treating Drew Thousands in October

It is safe to say that “Trick-or-Treat with East Midtown” has made a quick recovery from the pandemic. In 2022 and 2023, our signature Halloween event brought more than 5,000 people to the district, where they enjoyed pumpkin painting, a photo booth, arts and crafts, and trick-or-treating at almost 100 local businesses.

There’s nothing quite like seeing the smiles on the faces of our community’s young people (and their adult escorts), not to mention the cute costumes, as they parade through the streets of our district. Our thanks to all the participating businesses for welcoming these little ghosts and goblins across their thresholds and providing treats, and special thanks to our host sites: SL Green’s 919 Third Avenue and Sunrise at East 56th, 139 East 56th Street.

This event won an award several years ago from the International Downtown Association, which especially liked how it was an easy program for any community to replicate. We agree, of course, but there’s also something very special about Halloween in East Midtown Manhattan that no one will ever be able to replicate.





Celebrating World Poetry Day in March

For World Poetry Day on March 20, we partnered with the 58th Street Branch of the New York Public Library and brought nine poets to the district for an afternoon of poetry reading. The event featured established poets like David Groff and Carol Rosenfeld, as well as up-and-comers, some of whom are students in the Creative Writing program at The New School.

Introducing an Easter Egg Hunt in April

Some of our favorite events are family-friendly (can we mention Halloween again?), so in 2023 we decided to add an Easter Egg Hunt to the calendar. To gauge public interest, we started small and hid eggs at 20 participating businesses in the week leading up to Easter. Families with young children responded so positively and enthusiastically to this programming we had to replenish our supply of plastic eggs several times!

Everyone who found an egg (which really means everyone who participated) received candy, and those who found the golden egg hidden at each establishment won gift certificates to Learning Express Toys (for the kids) and a local restaurant (for the adults.) We got great feedback, so expect the program to return on a larger scale in 2024.





A Second Season of “An East Midtown Minute” Goes Behind the Scenes

“An East Midtown Minute” was formally launched in June 2022. Hosted by Betsy Bober Polivy of Manhattan Sideways and filmed and edited by Michael Corcoran of Bizi Media, this series of short video reels gave thousands of viewers an insider’s look at the people and history behind unique East Midtown venues and small businesses. Over two seasons, which conclude in fall, 2023, we profiled more than 30 locations, including:

59E59 Theaters	Katagiri Japanese Grocery
Amali	Koba Korean BBQ
Argosy Book Store	Kurant Wine Bar
Barchi Bespoke Tailor & Shirt Maker	Land of Plenty
Black Fox Coffee	Lillian Nassau
Bloom’s Tavern	Manhattan Espresso Café
Brigandi Coins & Collectibles	The Midtown Shave
E. Braun & Company	Nina McLemore
Eat OffBeat	Pesca Boutique
Ess-A-Bagel	Philip Colleck
Hanna Wigs	Samuel and Sons
Hixenbaugh Ancient Art	Serendipity 3
J. Pocker Bespoke Frames & Fine Art	Stack’s Bowers Galleries
Jim’s Shoe Repair	SUNY Global Center
Just Bulbs	The Townhouse of New York
	Verve Medical Cosmetics

You can view these videos on our Instagram, Facebook, and LinkedIn pages, as well as our website. Get to know the people, history, and challenges behind the businesses of East Midtown Manhattan.

April Showers? No Problem. We Moved Sculpture Day to Summer Streets

Part of being a problem-solver is to not be too much of a slave to the calendar.

In April 2022, we partnered with our friends from the Grand Central Partnership, Fund for Park Avenue, NYC Parks Department, and others to celebrate International Sculpture Day on Park Avenue. We had plans to repeat the event on the last Saturday of April 2023... but Mother Nature had other ideas.

We were rained out in April, but unbowed in our joint commitment to celebrate the Sophia Vari, Willie Cole, and Raul Mourão artwork that adorned the Park Avenue malls between East 53rd Street and East 70th Street. And we knew just how to maximize our exposure.

Since 2008, Summer Streets has closed Park Avenue to vehicular traffic during three consecutive Saturday mornings in August, allowing the public to use the thoroughfare to walk, run, and bike. We’ve always enjoyed Summer Streets as participants, but this year we signed up for a table at the 51st Street Rest Stop and promoted the sculptures, helping thousands of people during those three Saturdays learn more about the art and the artists – not to mention our respective organizations – through handouts and a self-guided tour. In the end, those April showers probably did us a favor, helping us reach people we never would have reached without the popularity of Summer Streets.



“East Midtown Pride” Hit a High Note in June

We started June 2023 on a high note as the a cappella group Tonewall, part of the NYC Gay Men’s Chorus, ushered in East Midtown Pride by serenading a VIP crowd of more than 100 people during our kick-off reception at SUNY Global Center. Among the attendees were SUNY Chancellor John B. King, Jr.; Ron Zacchi, the New York State Director of LGBTQ+ Affairs, who presented a proclamation on behalf of Governor Kathy Hochul; Patrick Kwan, representing Mayor Eric Adams; and Deputy Manhattan Borough President Keisha Sutton-James,



representing Borough President Mark Levine.

For the rest of the month, that high note continued unabated. In mid-June, we once again hosted a panel discussion followed by a reception on the Rooftop Terrace at the SUNY Global Center to welcome our friends from the National Gay & Lesbian Chamber of Commerce and members of the local LGBTQ business community. And nine times throughout the month we partnered with The Publishing Triangle and the Society of Illustrators, Bloom's Tavern, and SUNY Global to offer readings by

more than 40 top LGBTQ+ writers, including James Earl Hardy, Eric Orner, Emanuel Xavier, Ryka Aoki, and Mecca Jamilah Sullivan. We also promoted 59E59 Theaters' productions of Orlando and Foxes.

To recognize that Pride is more than a celebration, we were also honored to display seven panels from the AIDS Memorial Quilt at six venues across the district throughout June. These quilt panels signify the deeper meaning of LGBTQ+ Pride, and we thank the following venues for hosting them:

- 59E59 Theaters
- 641 Lexington Avenue
- 875 Third Avenue
- The A&D Building
- Central Synagogue
- Sunrise at East 56th

It was a month to remember, capped by an amazing concert by the NYC Gay Men's Chorus to observe Juneteenth. "Black and Queer," which brought hundreds of people to Park Avenue's Christ Church, put the spotlight on a number of Black chorus members, and left the audience profoundly moved by the experience. The concert was the perfect way to simultaneously celebrate Pride and Juneteenth.



The Best of the Rest

The Passport Card: Since April 2013, the East Midtown Passport card has offered a 10% discount at a number of area businesses. Need a card? Call us.



EastMidtown.org: Our website is updated on a regular basis to keep listings up to date. Make EastMidtown.org a regular stop as you browse the Internet.

Weekly e-Bulletins: Over the past 15 months, we've sent out more than 100 bulletins to promote local businesses, highlight beneficial community and governmental programming, report major public events and street closures, and update readers on our activities. Are you a subscriber? Sign up today to get the East Midtown news you need to know. Contact us at 212-813-0030 or info@eastmidtown.org.

Social Media: Each week, we reach thousands of followers (sometimes tens of thousands!) with important information on East Midtown business promotions, community events, and transit and traffic through Facebook, Twitter, Instagram, YouTube, LinkedIn, and Flickr. With almost 10,000 social media contacts, we're one of the city's most connected Business Improvement Districts.

Holiday Décor: Our unique red, yellow, blue, and green lighted spheres help create a festive atmosphere in East Midtown during the dark winter months. For almost a decade, we've continued with our unique design thanks to amazing community support. Watch for the installation around Thanksgiving.

Documenting Our Events

Many of our special events are captured on video and photography. Visit www.EastMidtown.org and click on the YouTube and Flickr icons to relive some great moments from the past few years. And plan to join us in the future, because they're more fun when they're live.



CLEANLINESS, SAFETY, AND GREENERY

Creating A Welcoming Environment

Keeping our streets safe, clean, and green is our number one priority. A community that is unattractive and feels unsafe is an unwelcoming community... and that's not us.



Clean Patrol Tackles the Dirty Work

The East Midtown Partnership Clean Patrol, contracted through The Doe Fund since 2002, sweeps sidewalks, shovels snow, empties trash and recycling receptacles (and hauls away the bags), removes graffiti, disinfects street furniture, and much more, and they're out there 365 days a year. Thanks to their efforts, each year we remove more than one million pounds of trash from district streets.

The Doe Fund's Ready, Willing & Able program is widely acclaimed for its success in breaking negative cycles and instilling in its trainees a strong work ethic. These dedicated people – most of whom have been incarcerated and many who have combatted substance abuse – want to reclaim their lives, and The Doe Fund is there to help them. Since 2002, more than 1,000 East Midtown Clean Patrol trainees have successfully transitioned into full-time private sector employment at a living wage, and many of them are now working for private sector employers here in East Midtown Manhattan.

We were also the first Business Improvement District in New York City to launch a sidewalk paper recycling program. With 120 custom-designed recycling containers throughout the district, pedestrians are

always near an environmentally friendly way to remove newspapers and other paper items from the waste stream. What's good for our community's cleanliness is also good for the environment.

East Midtown Security Provided Community Safety and Information

Few people know East Midtown as well as our security patrol team. These men and women give directions and guidance, report on unsafe traffic conditions, respond to merchant concerns and illegal vending situations, and provide a reassuring presence to the public during normal business hours. They are also on hand to inform local businesses of important information about health, safety, and the economic recovery, as well as East Midtown Partnership programming, information from the NYPD, and other items of interest.

Under the leadership of supervisor Mark Galon, the security team is on the streets six days a week. Many of the members of this team have been with us for more than a decade, and a few have been walking the streets of East Midtown since we began the security patrol in June 2002.



We Continued to Offer Services to the East Side's Homeless Population

Homelessness is not an issue unique to New York City, or even to the United States, but we've taken a leadership role in this City by making sure homeless individuals have access to a helping hand to get off the streets. For two decades we've contracted with BRC to provide homeless outreach services in the district and adjacent areas of our community to provide a path to rehabilitation, shelter, and recovery for the vulnerable men and women on our streets. This year, with more comprehensive reporting by BRC requested by the Board of Directors, we are tracking the area's homeless population in greater depth than ever before.

Seasonal Plantings: A Problem, and a Problem Solved

We believe an attractive streetscape makes East Midtown an attractive place to work, live, shop, dine, and play, which is why we've been proud of our tree bed planting program. Started fifteen years ago with a few pilot beds, today almost 200 tree beds in the district – many formerly weedy and poorly maintained – receive three seasonal flower plantings

each year... at no cost to the adjacent business or property owner.

But as we emerged from the pandemic, a few new problems became apparent. The dramatic increase in home and office deliveries brought with it a dramatic increase in curbside package sorting, and many of our plantings were being crushed under boxes, or under the feet of delivery personnel. Additionally, pigeons and other birds had discovered that some of our flowers were delicious. And then there were inconsiderate pet owners...

As a result, a program designed to make our streets more attractive was making many of them look shabby. Since planting 200 tree beds is not an inexpensive proposition, it was clear we needed to either find a creative solution or end the program.

By being creative, we found a solution. Our horticultural team from the Landsite Group installed simple wooden stakes wrapped with reflective bird tape around planting beds that were unprotected by tree guards, which saved our plants... and our planting program. The tape was a deterrent to birds, and the stakes and tape further delineated the tree beds, keeping both delivery people and dogs on the pavement where they belong. With the problem solved, our plants and flowers once again flourished.



Planters Add Color to Lexington and Third Avenues

Over the years, the NYC Department of Transportation has sought to calm vehicular traffic and increase pedestrian space and safety by eliminating traffic lanes on some local streets, including Lexington Avenue and Third Avenue. To further increase safety and add some color to the streetscape, we have installed several dozen planters in this reclaimed space, which has been warmly received by the local community.

Getting Proactive on Extermination

It's not a secret that New York City has a ballooning rodent problem. Unfortunately, too often, it is addressed building by building and rodents don't care about property lines so individual extermination efforts have minimal impact.

That's why over the past year the East Midtown Partnership has aggressively taken on rodent activity in the district's public spaces. For years we've had great success dealing with concerns at Tramway Plaza, decreasing the number of active burrows in the planting beds from 27 to zero before the state took over the park for construction. We're now back in Tramway Plaza, once again getting it in order, and have begun extermination in other burrows we find in tree beds and along sidewalks throughout the district. Combined with efforts by the NYC Department of Sanitation, we look forward to beating back this citywide problem.



FINANCES

	FISCAL YEAR 2023 (7/1/22-6/30/23)	FISCAL YEAR 2024 (7/1/23-6/30/24)
Administration		
Personnel	\$600,000	\$650,000
Rent & General Expenses	\$250,000	\$240,000
Insurance	\$30,000	\$35,000
Professional Fees	\$40,000	\$30,000
Subtotal	\$920,000	\$955,000
Operations		
Sanitation	\$1,260,000	\$1,250,000
Security	\$430,000	\$500,000
Homeless Outreach	\$120,000	\$150,000
Subtotal	\$1,750,000	\$1,920,000
Programming		
Business Promotion & Marketing	\$320,000	\$255,000
Beautification	\$280,000	\$290,000
Streetscape Improvements	\$45,000	\$50,000
Subtotal	\$645,000	\$595,000
Expenses	\$3,315,000	\$3,470,000
Revenues	\$3,500,000	\$3,500,000
Revenue Over Expense	\$185,000*	\$30,000*

* In keeping with Best Fiscal Practices for Not-for-Profit Organizations, the East Midtown Partnership maintains a reserve fund, held in insured investments.

Budget information and Audited Financial Statements are available on our website and can also be obtained by contacting the East Midtown Partnership office, 875 Third Avenue, Mezzanine, New York, NY 10022. Phone: 212-813-0030 or e-mail info@eastmidtown.org.



BOARD OF DIRECTORS

Effective November 1, 2023

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*Treasurer***Karla Beth Kudatzky**, Argo Real Estate, *Secretary*

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Dani Laino, Alternate**Scott Carpenter**, 200 East Tenants Corporation**Shane Cookman**, Fitzpatrick Manhattan Hotel**Fran Delgorio**, Jack Resnick & Sons**Marc Donohue**, State Bank of India**Noel Donovan**, Bloom's Tavern**Debra G. Fechter**, Digby Management Co., LLC**Meghann Gill**, SL Green
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Represented by **Gayle Baron and
Will Sanchez****E. Bingo Wyer**, Resident

The East Midtown Partnership also extends its thanks to former Directors and Alternates who left the Board over the past year, including Paul Apollonio, Matthew Bondy, Michael Eisenberg, Ryan Fuld, Johanna Kendrick-Holmes, Martyn Reed, Nathalie Uy, and Frank Vellucci

ADMINISTRATIVE STAFF

Rob Byrnes, President**Sarah L. Hornung**, Director of Marketing & Business
Development**Robert Iovino**, Director of Operations

Thanks to all the businesses, property owners, community organizations, cultural institutions, and others who have participated in our programming or partnered with us over the past 15 months, including:

5 Borough Housing Movement

59E59 Theaters

200 East Tenants Corporation

527 Madison Avenue

550 Madison Avenue

809 Lex Grocery

850 Third Avenue

Allen Edmonds

Allure Day Spa & Hair Design

Amali

Amour de Hair

Apple Bank

Aquavit

Argosy Book Store

Arris Property Group

Art & Design Alumni
Association

Art on the Ave NY

Attitude Spa & Nail

B. Nelson Shoes

The Bar Room

Barchi Bespoke Tailor
& Shirt-MakerBest Western Plus Hospitality
House

Bianca Jewelers

Big Apple Performing Arts

Bistango

Black Fox Coffee

Blank Street Coffee

Bloom's Tavern

Bloomberg

Bloomingdale's

Blue Line Dental

Bond Vet

Bridge Community Playschool

Brigandi Coins & Collectibles

C&C Milano

The Capital Grille

Carlos de la Puente Antiques

Carlton Fine Arts

Carlyle

Casper

CBD Kratom

Central Synagogue

Chase Bank

Child Mind Institute

Chola Restaurant

Christ Church

Circle Realty Group

Citibank

City & State NY

City Guide

Clarks

Cohen Brothers Realty
Corporation

Community Board 5 Manhattan

Community Board 6 Manhattan

Community Board 8 Manhattan

Concorde Hotel

Copinette

Cozen O'Connor

Crain's New York Business

Crumbly Café and Bakery

Cucci Chiropractic

Cushman & Wakefield

Custom Ink

Dig Inn

Digby Management Co. LLC

E. Braun

East Sixties Neighborhood
Association

Eat OffBeat

Eddie's on 2nd

Eileen Fisher

El Dojo NYC

Elaine Lane Antiques

Elite Orthodontics

Engel & Völkers

Equity Office – Park Avenue
Tower

Ess-A-Bagel

Etain

Ethan Allen

Eye Associates of New York

Eyes on the World

Ferrell Mittman

Festival Café

Fields Good Chicken

Fifth Avenue Association

Fitzpatrick Manhattan Hotel

Food Trends Catering

Fotia Mediterranean

Foundry

Friends of Art & Design

The Fund for Park Avenue

Gale Grant Costume Jewelry

Garment District Alliance

Gay City News

Guy & Gallard

GFP Real Estate

Global Holdings Management

Good Rebellion

Grand Central Partnership

The Greats of Craft

H. Lowy Cleaners & Tailors

Hanna Wigs

Hastens 58th Street

High School of Art & Design

High Schol of Art & Design PTA

Hilton Garden Inn Midtown East

Hines

Hixenbaugh Ancient Art

Hotel Lex48

Hudson Yards/Hell's Kitchen Alliance	Manhattan Borough President's Office	NYC Council	Serendipity 3
The Hugh	Manhattan Chamber of Commerce	NYC Department of Parks & Recreation	SL Green
Hutong New York	Manhattan Espresso Café	NYC Department of Sanitation	Sleep by Ernest Hemingway
Inform Fitness Studios	Manhattan Sideways	NYC Department of Small Business Services	Society of Illustrators
Insomnia Cookies	Mark Garrison Salon	NYC Department of Transportation	Stack's Bowers Galleries
InterContinental New York Barclay	Marx Realty	NYC Gay Men's Chorus	Starbucks Pick-Up & Amazon Go
International Downtown Association	Matii Hair Salon	NYC Hospitality Alliance	State Bank of India
International Lesbian & Gay Travel Association	Metamorphosis Day Spa	NYC Tourism + Conventions	State University of New York
J. Pocker Bespoke Frames	Michael's Optical	Olayan	Stretch Relief
JAB Anstoetz USA	Midtown BID Coalition	One Salon	Sunrise Senior Living
Jack Resnick & Sons	The Midtown Shave	Orangetheory Fitness Plaza District	Sunshine Flowers
The Jeffrey Craft Beer & Bites	The Mill	Our Town	Sutton Area Community
Jerk House Caribbean Restaurant	Miriam Silverberg Associates	Oxford Café	Sutton Place Parks Conservancy
Jim's Shoe Repair	Mitsui Fudosan America	Palace Restaurant	Sutton Social Magazine
Just Bulbs	Mochidoki	Panda Express	Tacovision
Just Shades	Motion Sports Medicine	Paper Source	Tabla a la Tabla Delicatessen
Katagiri Japanese Grocery	The Naked Pig	Dr. Deena Pegler, DMD	Tails of Manhattan
Kickstand Bicycles	Nare Sushi	Pesca Boutique	TD Bank
Koba Korean BBQ	Natalia Huang Piano Studio	Philip Colleck	Times Square Alliance
Kurant Wine Bar	National Gay & Lesbian Chamber of Commerce - NY	Physical Advantage	Tonewall
Kvadrat	New York Luncheonette	Pita Grill	The Townhouse of New York
La Cava Wine Bar	Naturepedic	Pokebowl	Tramway Convenience
Land of Plenty	Nest Seekers International	Power Pilates	Trinity Baptist Church
Lash Forever	NextStopNY Real Estate	The Publishing Triangle	Trovo Thin Crust Pizza
Learning Express Toys	The New School	Republic Bank	Turtle Bay Association
Lerebours Antiques	Nicholas & Lence Communications	RFR Holding LLC	United Jewish Appeal
Lexington Hardware	Nina McLemore	Rosa Mexicano	Upper East Side Tan
Lillian Nassau	NY Kids Club Sutton Place	Rudin Management	Vartali Salon
Loews Regency New York Hotel	NY Police Department, 17th Precinct	The Rug Company	Verve Medical Cosmetics
Lush Cosmetics	NY Police Department, 19th Precinct	Samuel and Sons	VIP Shoe Restorers
MacArthur Management	NY Police Department, Midtown North Precinct	San Carlos Hotel	Vornado Realty Trust
Madison Avenue Business Improvement District	NY Public Library, 58th Street Branch	Satori Laser	Waterman Properties LLC
Madison Dental Group	NYC BID Association	Savoir Beds	Waterworks
Madonna & Co.	NYC Comptroller's Office	Schneps Media	Yupo Health

ACKNOWLEDGEMENTS

The East Midtown Partnership thanks the following vendors for their services over the past year:

Allied Universal Security Services, Security Patrol Services

Andres Otero Images, Photography

Bizi Media/Michael Corcoran, Videography

BlenderBox, Website Design & Maintenance

Bowery Residents' Committee, Homeless Outreach Services

Brian Schutz, Videography & Photography

Citisenze, Database and Information Management

City 1 Maintenance, Street Furniture Maintenance

The Doe Fund, Sanitation Services

DuMor Inc., Trash & Recycling Receptacles

Edward Post, Park Avenue Mall Maintenance

Electrical Illuminations by Arnold, Holiday Décor

Jautz Photography/Ron Jautz, Photography

Landsite Group, Horticulture & Maintenance

Method Group, Information Technology

Rest Easy Pest Control, Extermination

Skody Scot & Company, Accounting & Auditing

Sundberg & Associates, Graphic Design

Sunshine Sachs, Public Relations

Susanne Gil, Bookkeeping