



The local paper for the Upper East Side



East Midtown Partnership 2020 ANNUAL REPORT to the Community

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

212-813-0030

www.EastMidtown.org

“It’s great that businesses are beginning to reopen. That brings more people in the neighborhood which hopefully means more business for us. People who are around and working need to eat and this gives me hope that the economy is coming back and that it’s time for us to start living our lives again.”

— Emma Bengtsson, Executive Chef, Aquavit

MESSAGE FROM THE CHAIR OF THE BOARD OF DIRECTORS



Steven M. Cherniak
Chair of the Board of Directors

When I was first elected to Chair the East Midtown Partnership Board of Directors in December 2019, none of us had any idea what the immediate future held in store.

Obviously, much has changed since the coronavirus pandemic shut down New York City. Sidewalks that were overcrowded in early March are still nearly empty as we enter October. Too many businesses have closed, unable to hold on through the economic slowdown.

But you don’t have to look far to find hope for the future.

You can find it in the restaurants where proprietors are utilizing their sidewalks and curbside traffic lanes for outdoor dining, drawing an increasing number of patrons, and welcoming the return of indoor dining.

You can find it in the number of retail stores and services that have reopened, and the ways they are working to support one another.

You can find it in the collaboration of community members as they work to bring life back to our streets and sidewalks.

As far as collaboration is concerned, this organization’s Board of Directors is a great example. Working as a team, these property owners, businesspeople, residents, and community group and government representatives have had a long history of working together to create a stronger East Midtown. Without exception, over the past year these 35 Directors have contributed their expertise, guidance, and creativity to helping this Business Improvement District meet unprecedented challenges. When we fully recover – and we will, even if the landscape will look a little bit different in the future – I have no doubt that the Board will continue to be a positive force for the community they serve.

But back to finding hope in the current situation.

Sprinkled throughout this Annual Report you’ll find quotes from several local businesspeople who have faced down the pandemic, civil unrest, looting, economic uncertainty, and the other challenges we’ve collectively faced over the past year. The quotes are taken from the BID’s new interview and photo series, *Faces of East Midtown*. Unprompted, the subjects usually hit on to the same themes: hope, happiness in reopening their businesses, and a love for this community.

We feel the same.

A final hopeful note: Next year the East Midtown Partnership will hold its 20th Annual Meeting, and in early 2022 we’ll officially mark our second decade. We’re looking forward to celebrating with you.



MESSAGE FROM THE PRESIDENT

On February 20, 2020, 28 people gathered in the East Midtown Partnership office on Third Avenue for the quarterly meeting of the Board of Directors.

On March 20, exactly one month later, I turned off the office lights, locked the door, and went home. I wouldn't return to that office for 13 weeks. That same afternoon, back in my apartment, I logged onto a program I'd never heard of – something called Zoom – and joined my first virtual meeting.

We quickly adapted to rapidly changing times. Contractors and vendors still had to be paid. Members of the community needed information on government support and insight into when businesses could hope to reopen... and how they could do so safely. Restaurants offering takeout and delivery needed to be promoted. The streets still needed to be cleaned, and the street furniture needed to be disinfected. The health of all our workers had to be monitored.

And then we no longer had just a pandemic to worry about (as if that wasn't enough) but civil unrest and looting.

If it all seemed to be too much at times, the strength and resiliency of New Yorkers never wavered. People worked as a team through those long months and continue to work together during the recovery.

I need to thank our all-volunteer Board of Directors for the support they've given the staff over the few months as we adapted to the ever-changing landscape and developed creative approaches to move the district forward. Special thanks go to Board Chair Steven Cherniak and Treasurer Rob Steinman, whose responsibilities dramatically increased as we confronted our new challenges.

Thanks, too, to the people who have used quick thinking, adaptability, and sheer force of will to keep the Partnership functioning smoothly during normal times, through the pandemic, and into the recovery: our Security team (led by Wardell Striggles), our Clean Patrol (led by Craig Trotta and Raymond Jones), and our Homeless Outreach team (led by Chantelle Richards.)

And, of course, this organization wouldn't run at its peak without Sarah Hornung, our Director of Marketing and Business Development, who – even as a new mother – has been developing programming to bring consumers back, and Bob Iovino, our Operations Director who's kept our streets clean and safe since 2003.

Hundreds of people in both the public and private sector have provided valuable information and assistance during the current crisis... too many to list. But I need to single out my fellow NYC Business Improvement District directors for their friendship, support, resourcefulness, and teamwork. Love those people.

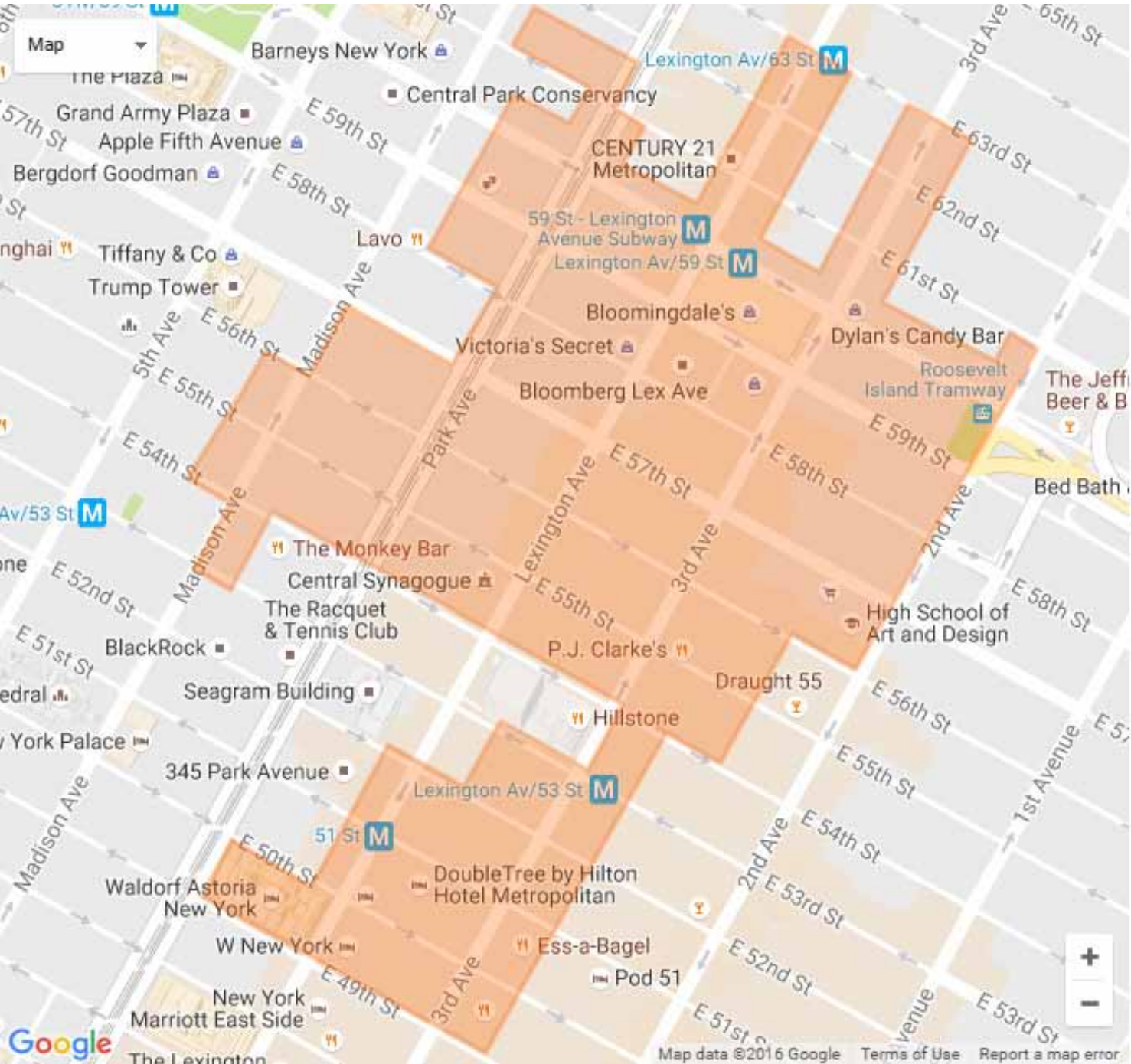
Collectively, we will get through this as a community and as a City.

The East Midtown Partnership is ready to return to normal. Join us on the journey.



Rob Byrnes
President





WE'RE 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 19th Annual Meeting

Call 212-813-0030 or visit our website www.EastMidtown.org/Annual20 for more information.

**Thursday, November 19, 2020
8:00 AM
On Zoom**

BUSINESS DEVELOPMENT AND MARKETING

Just one year ago, our district marketing program seemed promising. After coming off a very successful June 2019 celebration of WorldPride, which brought thousands of visitors to the district, we immediately launched into planning our “Trick-or-Treat with East Midtown” Halloween promotion. Several other projects were in the pipeline to showcase local dining and entertainment, the home décor industry, and revisit LGBTQ+ Pride in 2020... until we had to adapt, and adapt quickly.

‘Trick-or-Treat with East Midtown’

But before everything changed, we hosted our 5th annual Halloween celebration: “Trick-or-Treat with East Midtown,” our international award-winning signature special event. Despite a somewhat rainy and windy October 31, we welcomed approximately 4,500 little trick-or-treaters (and the adults who love them) to the district. After checking in at the plaza in front of SL Green’s 919 Third Avenue to pick up our branded Halloween bags, visit a new photo booth for animated digital photos and printed filmstrips, have their faces painted, and practice early-American arts and crafts presented by the Mount Vernon Hotel Museum & Garden, the children visited a record 102 storefront businesses offering treats.

A survey taken during the event showed that 96% of the participants were “likely” or “very likely” to return in the future, and 99% rated their experience as “good” or “very good.” Significantly, more than 60% of the attendees came from zip codes within walking distance of the participating stores. The 2019 event also drew over 22.8 million media impressions (up 26% over the previous year) and was covered live by Fox 5 News.

Watch for our Halloween programming to go virtual in 2020. Visit our website for details.



“The lockdown was stressful for all of us. It’s extremely frustrating to rework a business model that was in glowing shape up until the pandemic, but that is what we did. We took the time to rework our office structure to allow for more at-home work. Taking a step back during the pandemic also allowed us to figure out what is working and what improvements can be made. Sometimes being so close to the business you can’t have a minute to evaluate all needs. The lockdown was stressful but we are excited to be in business and make new strides for 2021.”

—David Hanouna, Sales Director, Modani



Lunar New Year Wishing Trees on Third Avenue

Partnering with our neighboring Business Improvement Districts – the Madison Avenue BID and Grand Central Partnership (and with the guidance and support of the Chinatown Partnership) – we once again brought the unique culture of Chinatown to our community as we celebrated the Lunar New Year in January and February. A number of participating retailers gave away traditional wishing ribbons to shoppers, who then tied or tossed them onto several Wishing Trees we decorated on Third Avenue between East 54th Street and East 60th Street.

Since ancient times, hanging ribbons on wishing trees for the New Year has been synonymous with luck and good fortune, and the practice is believed to encourage dreams to come true. We hope your dreams come true during this Year of the Rat!

Reorienting Our Programming for a New Reality

Despite a number of projects in development, our good intentions to further promote district businesses in the spring and summer came to an abrupt halt when the novel coronavirus pandemic reached New York City. Overnight, many businesses were forced to close their doors and office buildings emptied... and, like most others in our community, we had to shift to the new “work from home” reality.

But our efforts to promote East Midtown Manhattan never slowed, and we used the time to adapt old initiatives and create new programming that we have been rolling out since the worst of the pandemic passed, including:

Virtual Programming

We may not be able to gather in large groups these days, but we can gather a virtual crowd to continue to promote district commerce and activities. In June, we offered “Virtual Pride” programming to continue our earlier investment in LGBTQ+ Pride programming by pointing visitors to our website to a wide variety of Pride events available throughout the month from the comfort of their home computer. And in July we brightened a few weekends with our “Virtual Summer Fridays” series, in which local restaurateurs showed how to make specialty cocktails and offered drink specials, which was featured on our Facebook page.

Pandemic Recovery

Even though we weren’t in the office during the first months of the shutdown, we were hard at work. Among our efforts to help the community were assistance to businesses seeking government grants and loans, constant updates on business openings, an interview series featuring community members discussing ways in which they were coping with the pandemic, and co-sponsorship of “Restarting Our Neighborhood,” a series of virtual sessions organized by Community Board 8 and other business and civic groups offering business owners and managers information and tips on how to safely reopen their doors. In the summer, we also introduced branded face masks to help keep the community safe.

The New & Improved Passport Card

Launched in April 2013, the East Midtown Passport card offers special benefits to customers at a number of area businesses. However, the 23,000 cards in circulation had not been used very often in the first seven years of the program, and the shutdown gave us time to analyze how to make the program more effective. After taking a close look, it became apparent that the program was overly complicated, with so many different offers that consumers and businesses alike found it confusing. To solve the problem, we reconfigured the program so cardholders now receive a flat 10% discount at



almost all participating businesses, and relaunched the program in September 2020. Need a card? Call us.

Faces of East Midtown

Also debuting in September was our new website feature, *Faces of East Midtown*. This photo and interview series is designed to celebrate the humanity of our neighborhood and provide a real, raw, and honest look at the people behind the locally-owned businesses who have gone through unimaginable changes amid the COVID-19 pandemic. New “Faces” are added each week, and to date have included Aquavit’s Emma Bengtsson, David Hanouna of Modani, and Lana Bargraser of Allure Day Spa.

Weekly Wellness Winner

Even as life slowly returns to normal, it can be difficult for businesses to attract customers back through their doors... or even to their sidewalks. The “Weekly Wellness Winner” – a joint project of the East Midtown Partnership and The Wellness Center of New York – aims to improve consumer activity by holding a weekly contest in which people can nominate and vote for their favorite local businesses, adding an element of fun and drawing an audience. Better yet, The Wellness Center of New York picks up \$10 of the bill for the first ten attendees at each week’s lunch-time get-together at the winning business.

OTHER PROGRAMMING

Our Marketing Committee works throughout the year to enhance existing programming and develop new events to bring visitors to the district and highlight local businesses. In addition to special events, our services include:

Holiday Décor

Once again, our unique red, yellow, blue and green lighted spheres help create a festive atmosphere in East Midtown during the dark winter months. For the past three holiday seasons, we've added street-pole banners with a similar design theme, which tie together the festive look throughout East Midtown.

EastMidtown.org

Our website is updated on a regular basis to keep listings up to date, provide information on retail and restaurant promotions, and list events throughout the community. Make EastMidtown.org your regular stop as you browse the Internet.

Social Media

Every day, we update thousands of followers with important information on East Midtown business promotions, community events, and transit and traffic through Facebook, Twitter, and Instagram. The Partnership also shares district images and videos on Flickr and YouTube, and brings the professional community together on LinkedIn. With almost 8,000 social media contacts, we're one of the city's most connected Business Improvement Districts.



Weekly e-Bulletins (and more)

Each week more people subscribe to our popular e-Bulletins. Over the past 15 months, we've sent out more than 90 bulletins to promote local businesses, highlight beneficial community and governmental programming, report major public events and street closures, and, of course, 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.

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.



“The beautification of our city through plantings is as important today as it was years ago when Mary Lasker made her first donation of tulip bulbs to the city. ‘Plant flowers where the masses pass’ was her motto and we are proud to carry on her legacy and grateful for the contributions from the individuals and the Park Avenue commercial and residential buildings that that make all of our work possible.”

—Barbara McLaughlin, President,
The Fund for Park Avenue

BEAUTIFYING OUR COMMUNITY

Although we only have one small park in the district (and even that site – Tramway Plaza on Second Avenue – has been inaccessible for most of the past three years due to construction), the East Midtown Partnership has aggressively sought ways to bring greenery and colorful plantings to the streets and sidewalks of our community.

Tree Beds & Planters Brighten the Streetscape

Few things enhance the pedestrian experience like colorful, well-maintained tree beds, which make the area a much more welcoming place to work, live, shop, and visit. That's why we've installed three seasonable plantings in tree beds across the district for the past decade.

Last year we dramatically increased the number of beds we plant – from roughly 100 to more than 150 – after carefully surveying every block in the district. Our goal is to make unsightly tree beds a thing of the past.

In addition, we have assumed responsibility for planting and maintaining seven large New York City Department of Transportation planters at the corner of Third Avenue and East 60th Street, and have added a number of privately-owned planters to our program.

Support for the Park Avenue Malls

The center malls on Park Avenue are one of the city's treasures, featuring beautiful seasonal flowers, public sculpture exhibitions, and the traditional holiday tree lighting. The East Midtown Partnership is a financial sponsor of programming developed by The Fund for Park Avenue, a privately funded not-for-profit organization. Fund for Park Avenue administrators also sit on our Board of Directors and help guide our community beautification efforts.

THE CLEAN PATROL

In the midst of everything else that happened last spring, we missed a milestone – the East Midtown Partnership Clean Patrol removed their two millionth trash and recycling bag from the district. Belated congratulations to that hard-working team!

In ordinary times, our Clean Patrol aggressively tackles litter, graffiti, illegal posters, and so much more seven days a week. And when the weather turns, the crews clear snow and ice from crosswalks, the Park Avenue malls, bus shelters, fire hydrants, and other important elements of our streets and sidewalks. They also freshen up the district by repainting street poles and other pieces of street furniture several times each year.

This year, they took on a new job... their most important yet. For months, the Clean Patrol painstakingly and carefully disinfected and sanitized street furniture and common surfaces throughout the district, working



overtime to keep the streets of East Midtown as safe as possible for the members of our community.

Street and sidewalk cleanliness have been our top goals since Day One, and since 2002 our contractor – The Doe Fund, Inc. – has removed more than 25 million pounds of trash and recyclable paper from our streets. The results are evident through cleaner streets and sidewalks, attracting visitors

and shoppers and making busy East Midtown a comfortable place to live, work, and do business. By going the extra mile during a deadly pandemic, they proved themselves to be an invaluable resource to all of us.

Our commitment to cleanliness and the environment isn't limited to a bucket and a broom, though. In 2013 we were the first New York City Business Improvement District to launch a public recycling

program, allowing pedestrians to dispose of their newspapers and paper items in an environmentally-friendly way that removes these items from the waste stream. Now 120 custom-designed, green-capped recycling units are located on district sidewalks, side by side with 160 black East Midtown trash receptacles. What's good for our community's cleanliness is also good for the environment.



“It is amazing and reassuring to see so many businesses back open. The more restaurants opening the better, everyone has done a terrific job. We have all learned to figure out the challenges of sticking tables on a neighbor’s patch of sidewalk to convincing guests the rainstorm isn’t that bad while becoming master gardeners and designers, deciding what plants and shrubs to put where, and so on.”

—Noel Donovan, Managing Partner, Bloom’s Tavern

	FISCAL YEAR 2020 (July 1, 2019 – June 30, 2020)	CUMULATIVE (2002 – 2020)
Total Pounds of Trash Removed	1,096,867	23,046,700
Total Pounds/Recyclable Paper	303,617	2,283,363
Total Pounds Trash & Recycled Paper Removed	1,400,484	23,330,063
Number of Trash Bags Collected	97,240	1,871,658
Number of Recyclable Bags Collected	27,427	223,225
Total Number of Bags Collected	124,667	2,094,883
Incidents of Graffiti Removed	726	6,121

The East Midtown Partnership has many reasons to appreciate our long-standing relationship with The Doe Fund. While the Clean Patrol keeps our streets and sidewalks clean and well-maintained with enthusiasm and a smile, the program is also widely acclaimed for its success in breaking negative cycles and instilling in its trainees – most of whom have been incarcerated and many of whom have overcome substance abuse – a strong work ethic. Since 2002, almost 1,000 Clean Patrol “alumni” have graduated from The Doe Fund’s workforce training

program and moved into full-time private sector employment... and more than a few of these men continue to work in and contribute to East Midtown Manhattan.

Our commitment to street and sidewalk cleanliness will remain strong, and we ask the community to join us in this effort. If you see an unsanitary condition – whether it’s a one-time incident or a chronic problem – contact us immediately at 212-813-0030 and we’ll address it.

PUBLIC SAFETY

Even during the darkest days of the pandemic, our small but dedicated and experienced team of East Midtown Partnership security officers patrolled throughout the community, offering assistance and information wherever and whenever they could.

These men and women have always served as our eyes and ears on the street, which was an especially important job when the administrative staff was largely forced to work remotely. But they remained on the job six days a week, giving directions, reporting on unsafe traffic conditions, responding to merchant complaints and illegal vending situations, and providing a reassuring presence to the public. They also made frequent visits to businesses to pass on important information about health, safety, and the economic recovery, as well as about our programming, information from the NYPD, and other matters of interest.

We get frequent compliments on the security team, but that’s no surprise. The members of this small team have in most cases been with us for more than a decade, and a few have been employed in East Midtown since we began security services in June 2002.



Assisting the Community and Keeping Midtown Safe

Through their professionalism and knowledge of the district, East Midtown security officers have cleared the area of illegal and noncompliant vendors, check in daily to offer assistance to the homeless, reported and followed up on countless public safety concerns, and earned the respect of the three local NYPD precincts – the 17th, 19th, and Midtown North – as well as the people who live and work in the area. If you need our public safety assistance, please call us at 212-813-0030.

	FISCAL YEAR 2020 (7/1/2019 – 6/30/2020)	CUMULATIVE (2002 – 2020)
Directions Given	9,262	361,575
Incidents Reported	30	1,452
Street Conditions Reported	48	1,032
Peddler Conditions	3	655

HOMELESS OUTREACH

Street homelessness is an issue across the nation, and not easily solvable, but the East Midtown Partnership has been taking notice and acting since we opened our doors.

Since November 2002, we’ve contracted with Bowery Residents’ Committee to provide homeless outreach services to the members of our community most in need. The terms of our contract with BRC are unique in specifying that they can – and should – work with homeless individuals not just within district boundaries, but in adjacent areas. Our intention is not to drive the

homeless away; it’s to provide a path to rehabilitation, shelter, and recovery for the vulnerable men and women on our streets.

Over the past 18 years, BRC outreach workers have had close to 60,000 one-on-one interactions with the homeless, getting to know their individual needs and building trust. That effort has paid off through close to 1,000 placements in recovery programs for men and women who might otherwise still be living on city streets.

Convincing someone to come in from the streets can be a complex

process entailing weeks or months – or even years – of interaction to build trust and understanding, and the East Midtown Partnership remains committed to working with BRC to reach the homeless individuals living in and passing through this community in an effort to meet their needs and integrate them back into productive livelihoods.

The BRC is in East Midtown 40 hours each week, at all times of the day and night. If you are aware of a homelessness situation, please contact the BRC 24 Help Line at 212-533-5151.

Working to help the most vulnerable New Yorkers



“Our beloved NYC and our favorite Midtown East neighborhood has certainly been through a lot over the past 6 months. It has always been an example of an area with great confidence. Hopefully together we can build back the confidence and get that fabulous “energy” & “buzz” back to our streets, shops and in our restaurants.”
— GERALYNN MADONNA, Owner, Madonna & Co.

FINANCES

FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)		FISCAL YEAR 2021 (JULY 1, 2020 - JUNE 30, 2021)
Administration		
Personnel	\$580,000	\$560,000
Rent & General Expenses	\$250,000	\$250,000
Insurance	\$45,000	\$40,000
Professional Fees	\$35,000	\$30,000
Subtotal	\$910,000	\$880,000
Operations		
Sanitation	\$1,200,000	\$1,230,000
Security	\$490,000	\$510,000
Homeless Outreach	\$130,000	\$120,000
Subtotal	\$1,820,000	\$1,860,000
Programming		
Business Promotion & Marketing	\$260,000	\$265,000
Beautification	\$285,000	\$265,000
Streetscape Improvements	\$100,000	\$90,000
Subtotal	\$645,000	\$620,000
Expenses	\$3,375,000	\$3,360,000
Revenues	\$3,500,000	\$3,500,000
Revenue Over Expense	\$125,000*	\$140,000*

* 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.

“To be a business owner in even good times you have to be flexible, keep making changes, stay positive, push yourself to the limit. But the past six months have really been a testament to that. We’ve survived the shutdown, curfews, riots, tropical storm Isaia among other storms that happen in the middle of dinner, rehired staff amidst an unusual time of unemployment, DOT inspections demanding we fix things within 24 hours, and the kicker - SLA inspections that have made our entire industry fear for their jobs. All you can do is take it one day at a time. If I start to worry about, oh, I don’t know, let’s say the winter when outdoor dining is no longer feasible, I will start to lose it. I was having a bad day and a friend who works in a restaurant that still hasn’t opened told me, ‘Amy, just keep going. That’s all you have to do.’”

—Amy Babic, Co-Owner, Kurant Wine Bar, La Cava Wine Bar, and Copinette



BOARD OF DIRECTORS, 2020

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Viena Margulies, *Vice Chair*
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Robert Steinman, *Treasurer*
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Amy Babic, Kurant Wine Bar

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Borough President

David Brooks, Just Bulbs

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Emily Edwards

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Sons

Marc Donohue, State Bank of
India

Noel Donovan, Bloom’s Tavern

Martin Dresner, Vornado
Realty Trust

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Debra G. Fechter, Digby
Management Co., LLC

Ryan Fuld, Chelsfield America
LLC

Paul Apollonio, Alternate

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Community Board 6
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Properties LLC

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James Mallios, Amali

Martin McGrath, GFP
Real Estate

Brian Steinwurtzel, Alternate

Barbara McLaughlin, The Fund
for Park Avenue

Jo-Ann Polise, Alternate

Charles Miller, Bloomingdale’s/
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Giovanni Miranda, Calligaris

Stephen Muller, Arris Property
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Sixties Neighborhood
Association

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Represented by Michael
Stinson

Frank Vellucci, Sweetcatch
Poke

Michael Eisenberg, Alternate

E. Bingo Wyer, Resident

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 over the past 15 months, including:

59E59 Theaters	Bloom’s Tavern	<i>Commercial Observer</i>	Engel & Völkers
200 East Tenants Corporation	Bloomingdale’s/Macy’s	Community Board 5 Manhattan	Equinox Fitness Shop
a la Mode Shoppe	Bridge Community Playschool	Community Board 6 Manhattan	Ess-A-Bagel
Allure Day Spa & Hair Design	Calligaris	Community Board 8 Manhattan	Ethan Allen
Amali	Carlyle	Copinette	Eyes on the World
American Cut Midtown	Carnegie Hill Neighbors	Cozen O’Connor	Fifty Hotel & Suites by Affinia
Amour de Hair	Carvi Hotel	Crave Fishbar	Filles et Garcons
Aquavit	CATS Dance Company & School	Cucci Chiropractic	The Fitz
Arris Property Group	The Centrale	Currency Exchange International	Fitzpatrick Manhattan Hotel
Attitude Spa & Nail	Champion’s Martial Arts	Darbar Grill	Forward
Atomic Total Fitness	Charles P. Rogers	Digby Management Co. LLC	French Institute Alliance Francaise
B. Nelson Shoes	Chelsfield America	Dos Toros Taqueria	Friends of Art & Design
Baked by Melissa	Child Mind Institute	Dylan’s Candy Bar	The Fund for Park Avenue
Bar Kogi	Chinatown Partnership	East 86th Street Association	Gay City News
The Bar Room	Circle Realty Group	East Sixties Neighborhood Association	GFP Real Estate
The Benjamin Hotel	<i>City & State NY</i>	E. Braun	Gianillo
Best Western Plus Hospitality House	City Eats	Eileen Fisher	Grand Central Partnership
Bistango	Club A Steakhouse	Elaine Lane Antiques	The Greats of Craft
The Basket	Cohen Brothers Realty Corporation	Empire Steak House	Greek Eats
			H. Lowy Cleaners & Tailors

Halstead Real Estate	MacArthur Management	New York Public Library, 58th Street Branch	Sherwin Williams
Hammacher Schlemmer	Madison Avenue Business Improvement District	NYC & Co.	Skintology Manhattan Medspa by Dr. Jennifer Walden
Harman	Madison Dental Group	NYC Comptroller’s Office	SL Green
Hastens 58th Beds	Madonna & Co.	NYC Council	Society of Illustrators
High School of Art & Design	Manhattan Borough President’s Office	NYC Department of Parks & Recreation	Starbucks
Hines	Manhattan Chamber of Commerce	NYC Department of Sanitation	State Bank of India
The Horny Ram	Manhattan Espresso Café	NYC Department of Small Business Services	State University of New York
Hutong New York	Mark Garrison Salon	NYC Department of Transportation	Stretch Relief
illesteva	Marx Realty	NYC Hospitality Alliance	Success Academy Charter Schools
Inform Fitness Studios	Matii Hair Salon	<i>Our Town</i>	Sunrise Senior Living
Innisfree	Metamorphosis Day Spa	The Paramount Group	SUNY Pride
Insomnia Cookies	The Mill	Dr. Deena Pegler, DMD	Sutton Area Community
Ivy Lane	Miriam Silverberg Associates	Perrine	Sutton Place Physical Therapy
Jack Resnick & Sons	Mitsui Fudosan America	Pesca Boutique	Sweetcatch Poke
Jacques Torres Chocolates	Modani	Pescatore	Symbelle Beauty Spa
Janus et Cie	Motion Sports Medicine	Physical Advantage	TacoVision
The Jeffrey Craft Beer & Bites	Mount Vernon Hotel Museum & Garden	Pick A Bagel	TD Bank
JJ Marco Jewelry	Muji	The Pierre Hotel	Tracy Anderson Method
Joint Academy – Telemedicine & Digital Health	Nare Sushi	Pita Grill	Trinity Baptist Church
Just Bulbs	Natalia Huang Piano Studio	Pure Ktchn	Turtle Bay Association
Kickstand Bicycles	The National Bar & Dining Rooms	The Regency Bar & Grill	Upper Story by Charlie Palmer
Klein Kitchen & Bath	New York Luncheonette	Rimowa	Uptown Pilates
Kurant Wine Bar	NextStop NY Real Estate	Roche Bobois	Urbanspace @ 570 Lex
La Cava Wine Bar	NY Police Department, 17th Precinct	Rockefeller University	Verve Medical Cosmetics
Lane Farms Market	NY Police Department, 19th Precinct	Rudin Management	VIP Shoe Restorers
Learning Express Toys	NY Police Department, Midtown North Precinct	Salon Amici	Vornado Realty Trust
Lerebours Antiques		Samuel and Sons	Waterman Properties LLC
Lillian Nassau		San Carlos Hotel	Waterworks
Loews Regency Hotel		Satori Laser	The Wellness Center of NY
Lush Cosmetics			Yara

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BlenderBox, Website Design & Maintenance	City 1 Maintenance, Street Furniture Maintenance	Edward Post, Park Avenue Mall Sanitation	Landsite Group, Horticulture & Maintenance	Sunshine Sachs, Public Relations
Bowery Residents’ Committee, Homeless Outreach Services	Dennis Corsi, Videography	Electrical Illuminations by Arnold, Holiday Décor	Method Group, Information Technology	Susanne Gil, Bookkeeping
	The Doe Fund, Sanitation Services	Intersection, Banners	Skody Scot & Company, Accounting & Auditing	