



East Midtown Partnership 2016 ANNUAL REPORT to the Community



East Midtown Partnership
875 Third Ave., Mezzanine
New York, NY 10022
212-813-0030
www.EastMidtown.org

Message from the President & Chair of the Board of Directors



Debra Fechter

Chair of the Board of Directors



Rob Byrnes

President

Dear Friends:

It's hard to believe almost 15 years have passed since we opened our doors.

We've had a lot of accomplishments over those years and we continue to develop new programming to highlight our community. Over the past year, our special events alone have drawn thousands of people to the area... and once here, we encourage them to shop, dine, and experience all that East Midtown Manhattan has to offer.

But perhaps our biggest impacts on East Midtown are unseen.

Every morning, our Clean Patrol – contracted through The Doe Fund – begins sweeping streets, emptying trash and recycling receptacles, removing graffiti, and getting East Midtown ready for business... and a lot of that work is finished before the sidewalks start to fill with people. Since 2002, more than 19 million pounds of trash and recycling has been removed from our streets, most of it unseen by the people who live and work here.

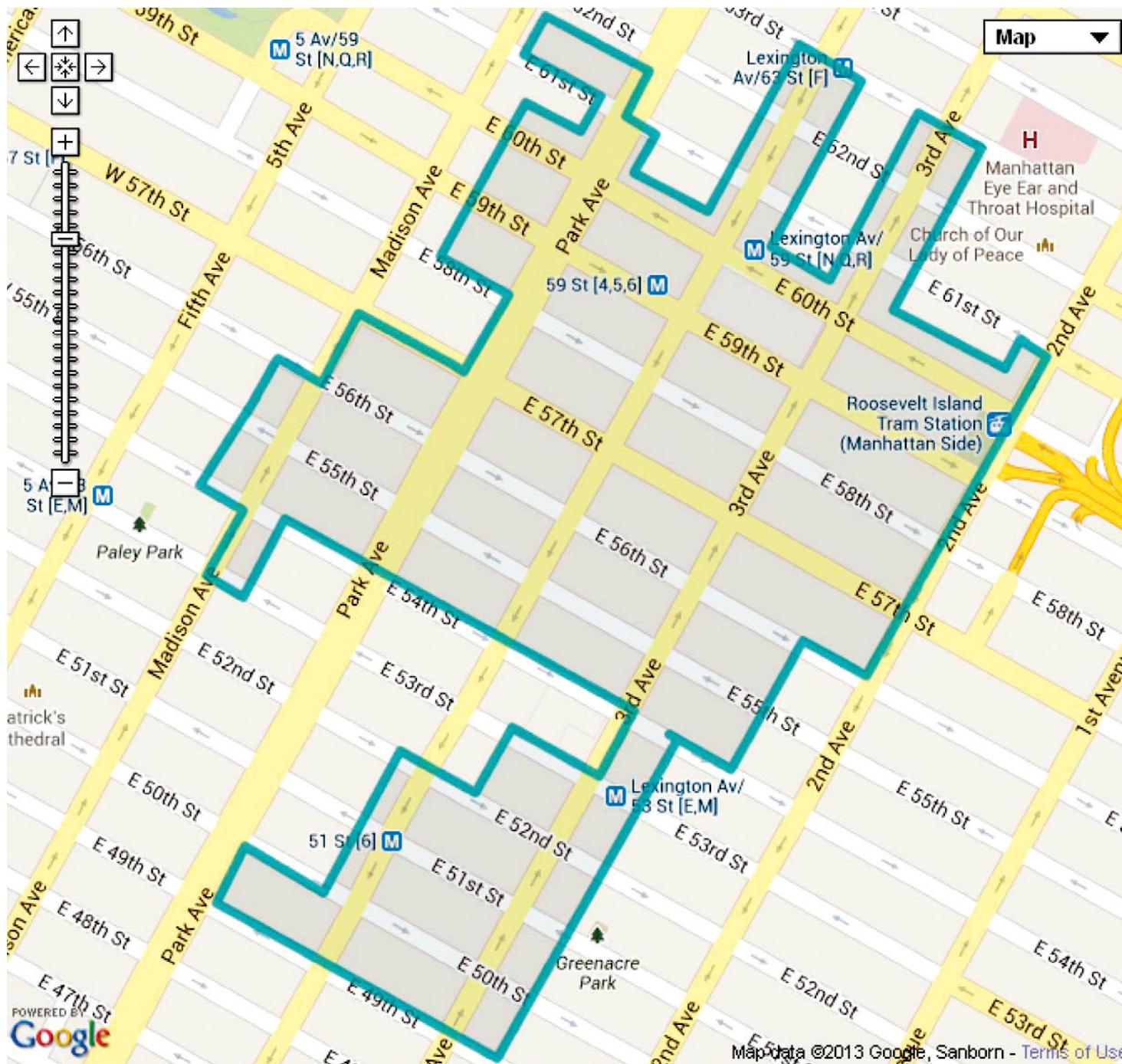
In the middle of the night, our Homeless Outreach workers from BRC are on the streets, building relationships with that vulnerable population and working to bring them into programming and housing. Over the past 14 years, our Homeless

Outreach teams have brought more than 700 individuals into services, changing countless lives.

And unlike conditions in 2002, these days it's very rare to see an illegal vendor on East Midtown streets. That's because the members of our security patrol are highly trained in the complex city vending laws and quickly address conditions before they develop into a serious problem.

In addition to notable programming designed to bolster our businesses and enhance the community's quality of life, the staff and Board of Directors of the East Midtown Partnership are deeply involved in public issues of importance to this community, helping to develop an East Midtown Rezoning plan, working to reform vending and street fair policies, supporting the High School of Art & Design, building bridges to the residential community... there are literally hundreds of ways we work tirelessly behind the scenes to support East Midtown.

This 2016 Annual Report to the Community details some of our more public initiatives over the past year. But keep in mind our most meaningful positive effects on the community are unseen. In all forms, we will continue to meet each unique challenge with innovative approaches in this dynamic slice of the City.



We Are Connected

Each week the East Midtown Partnership sends out 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 you can be connected!



Join us
for the
**East Midtown
Partnership's**
**15TH ANNUAL
MEETING**

Thursday,
December 8, 2016
8:00 AM

SUNY Global Center
116 East 55th Street

Call 212-813-0030

or
visit our website
for more information

BUSINESS DEVELOPMENT AND MARKETING

We are happy to announce a major redesign of our website is in the works and will be rolled out before the end of the year. Our “new look” will make it much easier to promote area businesses and events, especially to the growing number of people who access www.EastMidtown.org from mobile devices. And we’re particularly excited that the new design will include a feature to highlight area dining and nightlife!



"Madison Street to Madison Avenue: A Lunar New Year Celebration"

In February, 2016, we rang in the Year of the Monkey with this singular event, in which we teamed with the Chinatown Partnership, Madison Avenue Business Improvement District, and Confucius Institute for Business at SUNY. This unprecedented collaboration brought the rich culture of Chinatown to the East Side and Upper East Side in a public event for the first time... and drew more than 5,000 attendees to East Midtown.

After traveling in two buses from Chinatown's Madison Street to Madison Avenue at East 76th Street, teams of lion dancers

made their way south, delighting retailers and pedestrians along the route until they reached our entertainment staging site at the Harman store at East 54th Street. There, huge crowds were entertained by traditional Chinese musical acts, a face-changing artist, a dragon, and more. Other family-friendly activities – including calligraphy, a photo booth, and face-painting – delighted people of all ages.

Our Lunar New Year 2017 celebration is scheduled for Saturday, January 21, and it'll be bigger than last year. Mark your calendars today!

Over the past year, our programming designed to highlight district businesses expanded dramatically, with two new high profile additions to our schedule:

Trick-or-Treat with East Midtown

In October, 2015, we launched our first “Trick-or-Treat with East Midtown” event. Utilizing Tramway Plaza on Second Avenue and the Harman store at 527 Madison Avenue as kick-off sites, this late afternoon/early evening event saw more than 60 local businesses open their doors with treats for little ghosts and goblins from throughout the community. More than 1,000 people – most from the immediate neighborhood – attended, adding a festive feel to East Midtown streets. We also provided face-painters and a photo booth to enhance the experience and capture the memories of the day for hundreds of young families. This year we'll be Trick-or-Treating on Monday, October 31. Plan to join us!



Of course, we also continued our signature programming, including:

We hosted performances by:

SOUNDS OF THE SEASON

Last December, we celebrated the holiday season with three days of joyful holiday music programming. "East Midtown: Sounds of the Season" brought very special performers to the district, where they entertained lunchtime crowds in the third year of our annual East Midtown tradition. We hosted performances by:

**PS 59 Chorus from Beekman Hill International School,
Lighthouse Vocal Ensemble
from the Filomen M.
D'Agostino Greenberg Music
School,**
**Turtle Bay Music School Staff
& Faculty Carolers**

**Harmonica Virtuoso Jia-Yi He
Cathedral High School
Marching Band**

Special thanks to Vornado Realty Trust and the management of 909 Third Avenue for donating performance space.

And More! In 2017, we're working to craft new events to highlight local businesses and bring consumers to East Midtown. Our Marketing and Business Development Committee meets monthly to help design and plan new events, and is open to all who are interested in the general area. If you'd like to attend the meetings, please contact us at 212-813-0030 for details.

We have a full calendar of dynamic special event programming to promote commerce and better integrate our business and residential communities, but we haven't lost sight of the basics, including:



Business Crawls

Our Passport card has proven popular, and we're always looking for new ways to spread the word about the program. That's why this year we hosted another "Passport Card Crawl," escorting approximately 20 influential print and electronic editors and writers to several venues for an evening of special cocktails and fine dining. We followed it up with a "New Business Crawl," visiting newly-opened restaurants. Equally successful was our "Candy Crawl," in which we took a number of editors and writers (and some of their children) to Dylan's Candy Bar, Cool Mess, and other family-friendly venues. Those crawls paid off in positive publicity, so we're going to host additional events in 2017.

The Passport Card:

Launched in April, 2013, the East Midtown Passport card offers special benefits to customers at more than 120 area businesses. More than 20,000 people now carry our Passport card in their purse or wallet. From Just Salad to Le Cirque, from Harman to Extraordinary, the East Midtown Passport provides savings at a wide range of businesses with a wide range of price points.

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 and Twitter. The Partnership also shares district images on Flickr and Instagram, and brings the professional community together on LinkedIn. With almost 6,000 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. Look for them again this coming holiday season.



Weekly e-Bulletins (and more): Each week finds more people subscribed to our popular e-Bulletins. Over the past 12 months, we've sent out more than 70 bulletins, which promote local businesses, highlight beneficial community and governmental programming, report major public events and street closures, and, of course, update readers on our activities.

BEAUTIFYING OUR COMMUNITY

Open public space is at a premium in East Midtown Manhattan, but we've found ways to beautify the city streetscape:



Tree Bed Plantings: For the eighth year, we've installed three colorful seasonal plantings in over 100 district tree beds. The visual impact is stunning in sections of the district where our planting is especially concentrated, including East 57th Street and the perimeter of Tramway Plaza.

Planters: We've assumed responsibility for planting and maintaining 7 large planters the New York City Department of Transportation has placed at the intersection of Third Avenue and East 60th Street. Those planters were installed as a pedestrian safety measure, but our greenery has made them an attractive addition to the streetscape.



Park Avenue Malls: The center malls on Park Avenue are one of the city's treasures, featuring beautiful seasonal flowers, public sculpture exhibitions, and holiday tree lighting. The East Midtown Partnership is a financial sponsor of programming developed by The Fund for Park Avenue; and Fund for Park Avenue administrators sit on our Board of Directors and help guide our community beautification efforts.



Tramway Plaza: Tramway Plaza, a tiny pocket park located on Second Avenue between East 59th Street and East 60th Street, is the only accessible open public space in the district, and we've spent the past several years working to make it clean, safe, and welcoming. Our Clean Patrol sweeps the plaza several times each day, and East Midtown security officers and staff members educate the public to discourage bird feeding. We have taken a heightened role with Tramway Plaza horticulture to make this space a neighborhood highlight.

THE CLEAN PATROL

KEEPING MIDTOWN CLEAN & GREEN

Keeping our streets and sidewalks clean has long been the East Midtown Partnership's primary commitment. In fact, our sanitation program was the first service we rolled out in Spring, 2002. Since then, our contractor – The Doe Fund, Inc. – has removed more than 18 million pounds of trash from our streets.

But we don't just sweep up litter. The East Midtown Clean Patrol also clears snow and ice during the winter, sweeps puddles away from overwhelmed catch basins when it rains, paints street furniture, removes graffiti and illegal posters, power-washes sidewalks, and polishes our receptacles.

We were the first Business Improvement District in the City to launch a public recycling program, allowing pedestrians to properly dispose of their newspapers and paper items. Our pilot program rolled out in late 2012, and by October, 2013, we had installed 120 custom-designed, green-capped recycling units on district sidewalks, ensuring that no one is more than a block away from the opportunity to recycle. The success of this program can be measured by the volume of paper we're now recycling: more than 322 pounds over the past 12 months!



	FISCAL YEAR 2016 (July 1, 2015 – June 30, 2016)	CUMULATIVE (2002 – 2016)
Total Pounds of Trash Removed	1,093,026	18,460,260
Total Pounds/Recyclable Paper	322,077	984,411
Number of Trash Bags Collected	108,625	1,442,888
No. of Recyclable Bags Collected	31,840	100,460
Incidents of Graffiti Removed	262	3,817

Our relationship with The Doe Fund is rewarding on many levels. The Doe Fund's East Midtown Clean Patrol keeps the streets and sidewalks of our community well-maintained... with enthusiasm and a smile. Second – and every bit as important to us – the program is well-known and well-honored for its success in breaking negative cycles and instilling in its trainees a strong work ethic. We estimate more than 800 Clean Patrol "alumni" have graduated from The Doe Fund's workforce training program and into full-time private sector employment since we began the sanitation program in 2002.

Street and sidewalk sanitation will always be a top priority for the East Midtown Partnership, and we'll continue to keep our busy, heavily-trafficked streetscape clean and attractive. If you see an unsanitary condition whether a one-time incident or a chronic problem - contact us immediately at 212-813-0030 and we'll address it.





PUBLIC SAFETY

ASSISTING THE COMMUNITY AND KEEPING MIDTOWN SAFE

Our public safety patrol is small, but dedicated and knowledgeable. The seven men and women in our patrol force – five of whom have been with us for more than a decade – are on the streets six days per week, offering directions to pedestrians, watching for safety hazards, monitoring street vendor conditions, and responding to merchant concerns. On an average day, the East Midtown Partnership security team assists more than 65 individuals.

	FISCAL YEAR 2016 (7/1/2015 – 6/30/2016)	CUMULATIVE (2002 – 2016)
Directions Given	18,762	308,074
Incidents Reported	82	1,346
Street Conditions Reported	43	935
Peddler Conditions	4	647

In addition, our security team makes frequent visits to businesses, updating them on East Midtown Partnership programming, information from the NYPD, and other matters. As our eyes and ears on the street, they're invaluable to our organization.

Through their professionalism and knowledge of the district, East Midtown security officers have 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 assistance, please call us at 212-813-0030.

HOMELESS OUTREACH

WORKING TO HELP THE MOST VULNERABLE NEW YORKERS

Since November, 2002, the East Midtown Partnership has contracted with the Bowery Residents' Committee for the provision of Homeless Outreach Services in our community. The terms of that contract are unique in specifying that BRC can – and should – work with homeless individuals not just within the district boundaries, but in adjacent areas. Our goal is to provide a path to rehabilitation and recovery for the vulnerable men and women on our streets.

Over the past 14 years, BRC Homeless Outreach workers have had almost 55,000 one-on-one interactions, and placed more than 700 people in recovery programs... people who might otherwise still be living on city streets.

	FISCAL YEAR 2016 (7/1/2015 – 6/30/2016)	CUMULATIVE (2002 – 2016)
Number of Interactions	1,049	54,902
Number of Placements in Programs	11	726



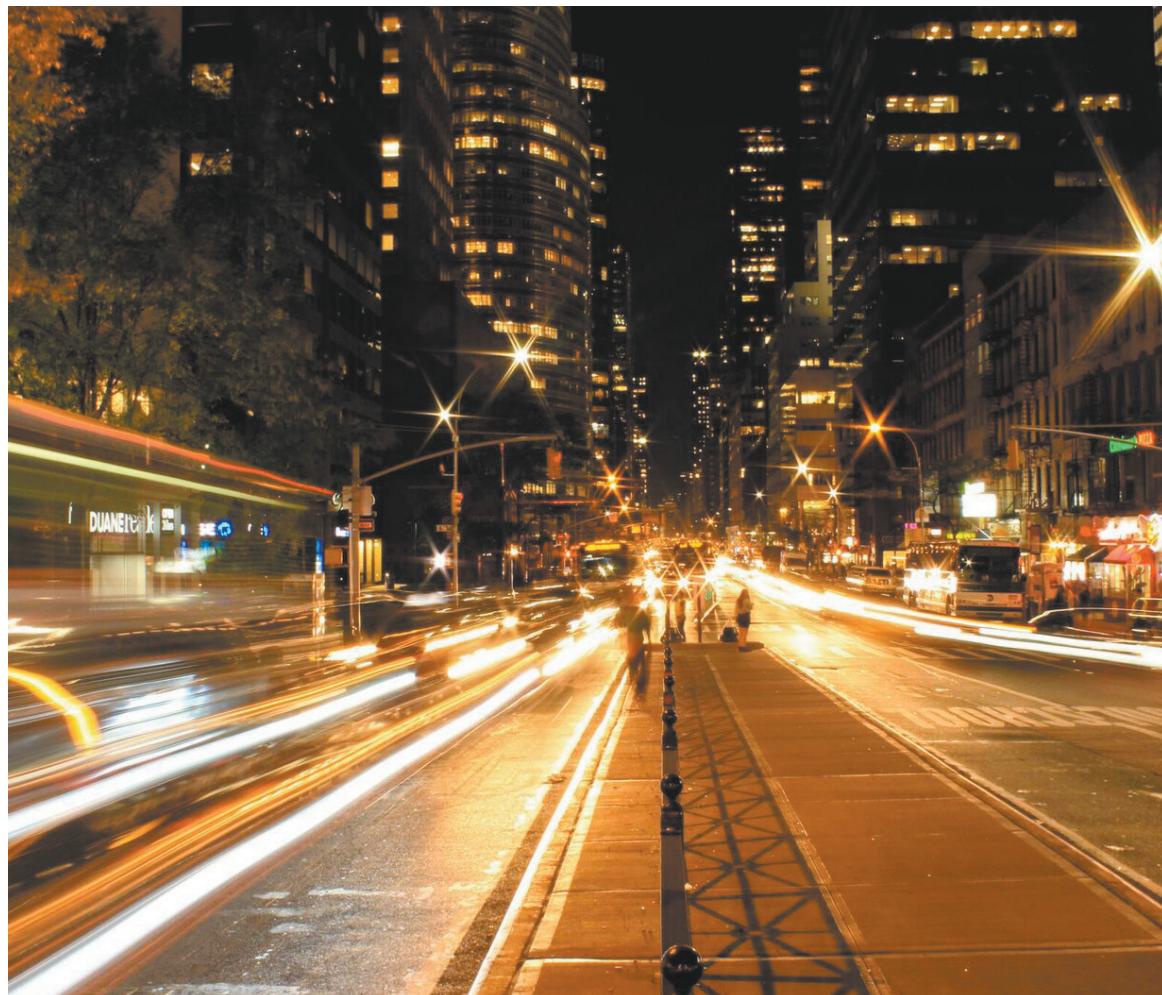
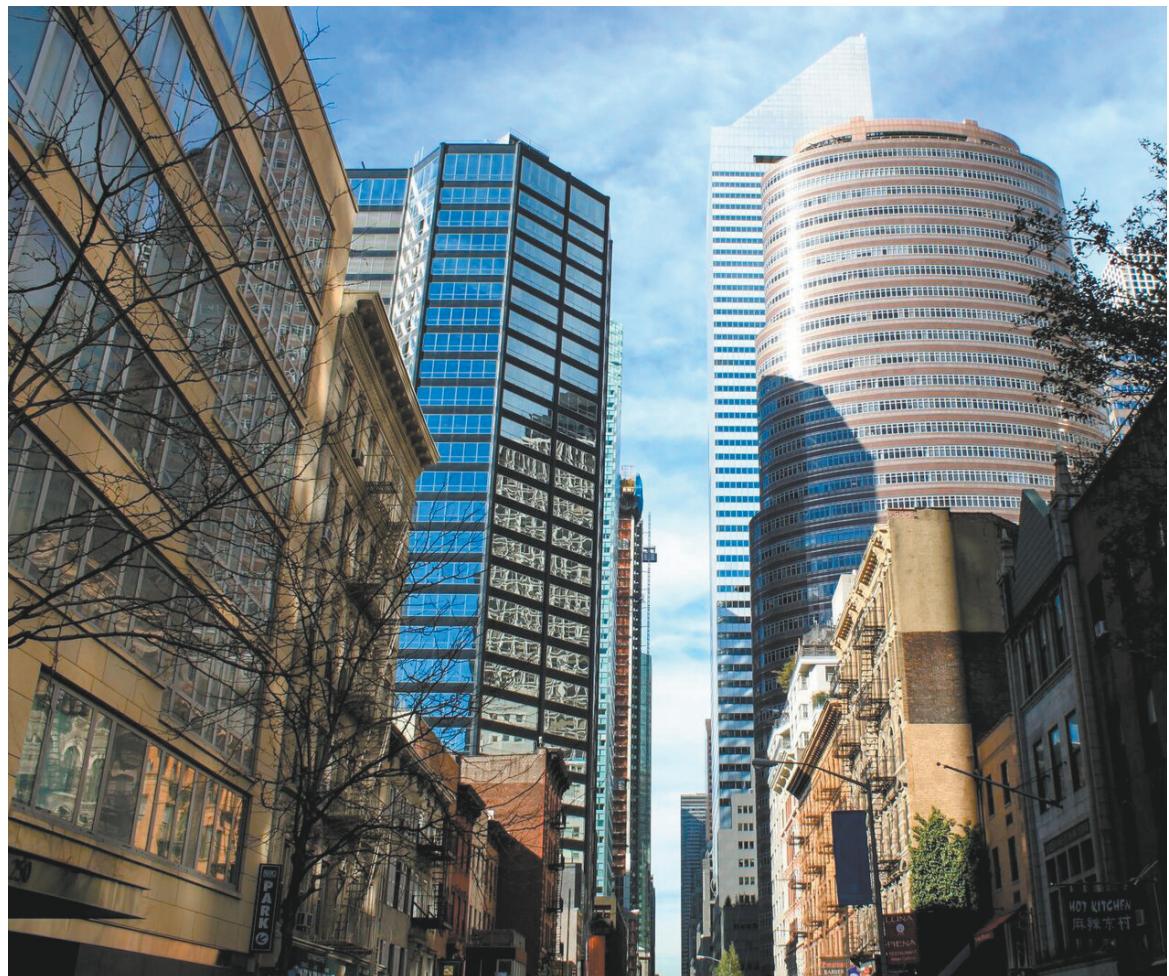
Convincing someone to come in from the streets can be a complex process entailing weeks or months – or even years – of interaction to build trust and understanding. But the East Midtown Partnership remains committed to working with the BRC to reach the homeless individuals living in and passing through 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.

THE YEAR AHEAD: CHALLENGES AND OPPORTUNITIES

When the East Midtown Partnership began operations in 2002, expectations for our new organization were limited: keep things clean and safe. However, after just a few years the Board of Directors and business and residential communities saw greater possibilities, envisioning that the Partnership could play a much greater role to expand district beautification efforts and spur economic development through creative programming and special events.

As a result, in 2007 the Board developed a ten-year financial plan, establishing a \$2.2 million annual assessment on the district's 28 million square feet of commercial space (which, at approximately 8 cents per square foot per year, means East Midtown has one of the lowest Business Improvement District rates in the city.) That plan would allow for the organization to accrue some savings in the first few years, while spending down its reserves toward the end of the ten-year cycle.



To date, we have kept spending below even those modest goals, while delivering on all our programmatic and service objectives. However, given projected expense increases in the near future – including the Minimum Wage increase, which will have a major impact on our Operations budget – it is time to revisit our long-term needs.

In the upcoming months, we will unveil a new ten-year financial plan, which will allow us to meet the needs of our community well into the future. Although we will continue to operate frugally and spend carefully, the new plan will provide adequate funding to deliver the essential services and high caliber of programming reflective of East Midtown Manhattan. Our constituents will most definitely be part of the process as we formulate that plan.

With more than 800 storefronts, thousands of upper-floor commercial tenants, and a growing number of residents, we want to ensure we're able to meet the demands of our growing, thriving community well into the future.

FINANCES

	OPERATING BUDGET FOR FISCAL YEAR 2016 (JULY 1, 2015 – JUNE 30, 2016)	OPERATING BUDGET FOR FISCAL YEAR 2017 (JULY 1, 2016 – JUNE 30, 2017)
ADMINISTRATION		
Personnel	\$455,000	\$470,000
Rent, supplies, etc.	\$150,000	\$150,000
Insurance	\$30,000	\$30,000
Professional Fees	\$20,000	\$20,000
	\$655,000	\$670,000
OPERATIONS		
Sanitation	\$685,000	\$775,000
Security	\$380,000	\$400,000
Homeless Outreach	115,000	\$1,180,000
	\$110,000	\$1,285,000
PROGRAMMING		
Business Promotion & Marketing	\$185,000	\$205,000
Beautification	\$165,000	\$195,000
Streetscape Improvements	\$65,000	\$460,000
	\$415,000	\$60,000
BUDGETED EXPENSES	\$2,250,000	\$2,415,000
Revenue	\$2,200,000	\$2,200,000
Revenue Over (Under) Expenses	\$(50,000)	\$(215,000)

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.

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:

480 Park Avenue Corporation	CBRE	Folli Follie	La Cava Wine Bar	NYC Department of Small Business Services	Rouge NY Makeup Salon
59E59 Theaters	C'est Bon Café	French Institute Alliance	La Villette	New York Police Department, 17th Precinct	Rudin Management
A. Jain Marunouchi Gallery	Child Mind Institute	Francaise	Lapicida	New York Public Library, 58th Street Branch	S. J. Shrubssole
A La Mode Shoppe	Chinatown Partnership	Fresh & Co.	Le Cirque	New York Public Library, Terence Cardinal Cooke Cathedral Branch	Saks Off Fifth
Alfredo 100	ChouBox	The Friars Club	Le Cirque Café	New York Public Library, The New York Resident	Salon Amici
Allure Day Spa & Hair Design	Cohen Brothers Realty Corporation	Friends of Art & Design	Le Pain Quotidien – Grand Central West	Newmark Grubb Knight Frank	Salon Ishi
Amali	Cohen's Fashion Optical	The Fund for Park Avenue	Le Perigord	NextStop NY Real Estate	Samuel and Sons
Amata	Community Board 5 Manhattan	Galerie Pierre Domonteil	Garden Grille Bar & Restaurant	Oak & Barrel	San Carlos Hotel
American Apparel	Community Board 6 Manhattan	George N Antiques	Learning Express Toys	Off the Wall Frozen Yogurt	Satori Laser
American Cut Midtown	Community Board 8 Manhattan	Glaze Teriyaki Grill	Lerebours	Olshan Frome Wolosky LLP	Sherwin-Williams
Anka Grill	Confucius Institute for Business	Gloria Cabrera Salon	Lexington Hardware	Or gold Cosmetics	Silverleaf
Apple Bank for Savings	Cool Mess	Golfsmith	Lighthouse Vocal Ensemble	Our Town	Sirio
AT&T Mobileistic	Corporate Suites	Dr. Cynthia Gomez, DDS	Links of London	OurHarvest	Skintology Skin & Laser Center
Dr. Anna Avaliani Cosmetic & Laser Surgery	Country Bank	Grand Central Partnership	Lips	P. S. 59	Smiles Park Avenue Dental
Baked by Melissa	Currency Exchange International	H. Lowy Cleaners & Tailors	Living Proof Nutrition Strength Pilates	Palace Restaurant	Sprinkles Ice Cream
Bank of America	Daum-Haviland	Harman	Lladro	Paname French Restaurant	State Bank of India
The Bar Room	Digby Management Co. LLC	Health King	Loews Regency Hotel	The Paramount Group	Sterling Optical
Barchi Bespoke Tailor & Shirt Maker	Dos Toros Taqueria	High School of Art & Design	MacArthur Management	Park Avenue Dental Medicine PC	Suarre
Bareburger	Duxiana	Hill Cleaners	Madison Avenue Business Improvement District	The Partnership for Parks	Sunflower Salon
Beekman Financial Planning LLC	Dylan's Candy Bar	Hilton Garden Inn	Madonna & Co.	Dr. Deena Pegler, DMD	SUNY Global Center
The Benjamin Hotel	East Sixties Neighborhood Association	HJMT Public Relations Inc.	Madison Dental Group	Peoples Foreign Exchange Corp.	Sutton Area Community
Benson Law Firm LLC	Edible Arrangements	illesteva	Manhattan Borough President's Office	Peter Louis Salon	Sutton Place Chiropractic
Best Western Hospitality House	Eileen Fisher	Illume Lampshades & Lamp Repair	Manhattan Boutique Real Estate	Philip Colleck Ltd.	T-Mobile
Bianca Jewelers	Elaine Lane Antiques	In/Where New York	Manhattan Espresso Café	Physical Advantage	Talbots
Big Apple Art Gallery & Custom Framing	Elaine's Fine Art	Inform Fitness Studios	Mark De Alwis Salon	Piada Italian Food & Wine Bar	Tufenkian Artisan Carpets
Bikram Yoga Grand Central	Elijah Peters Optique	Insomnia Cookies	Matrix Sound & Vision	Pig 'N' Whistle	Turtle Bay Association
Dr. Joseph Y. Bistricer	Elite Orthodontics/Dr. Erika Faust	Instituto Cervantes	Maurice Badler Fine Jewelry	Piquadro	Turtle Bay Music School
Bloom's Tavern	Equinox – 54th Street	IWC Schaffhausen	Metamorphosis Day Spa	Popular Community Bank	The Unforgettables Chorus
Bloomberg	Ethan Allen	Jack Resnick & Sons	Midtown Restaurant	Porsche Design	Uni K Wax Midtown
BoConcept	Extraordinary	Jacques Torres Chocolates	Miriam Silverberg Associates	Potbelly	Upper Story by Charlie Palmer
Law Office of Harold A. Bollaci, PC	Eyes on the World	Jay Suites Grand Central	Mon Petit Café	Regus	Vanderbilt YMCA
Boston Properties	Fifty NYC Hotel	Jeanmarie Gallery	Mount Vernon Hotel Museum & Garden	Richard Afkari Rugs on Stone	Verve Medical Cosmetics
Bottle & Bine	Fig & Olive	The Jeffrey Craft Beer & Bites	Muscle Maker Grill	Rigby & Peller	Vornado Realty Trust
Carlyle Convertibles	Filles et Garcons	Joseph Battisti Salon	The National Bar & Dining Rooms	Roger Dubois	The Walking Company
Carvi Hotel	The Fitz	Just Bulbs	Kiran Indian Cuisine East	Rosen & Deutch DDS PC	Waterman Properties LLC
Cassina	Fitzpatrick Manhattan Hotel	Just Salad	Kurant Wine Bar	The Ross Art Group	The Wellness Center of New York
Cathedral High School			NYC Comptroller's Office		Whole Foods
			NYC Council		Wired Custom Lighting
					YMassage at Living Proof
					Yuva Frontier Grill
					Zales

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ACKNOWLEDGEMENTS

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

BlenderBox, Website Redesign

Bowery Residents' Committee, Homeless Outreach Services

City 1 Maintenance, Street Furniture Maintenance

Dennis Corsi, Videography

The Doe Fund, Sanitation Services

DuMor Inc, Trash & Recycling Receptacles

Edward Post, Park Avenue Mall Sanitation

Electrical Illuminations by Arnold, Holiday Decor

Landsite Group, Horticulture & Maintenance

Method Group, Information Technology

Ron Jautz, Jautz Photography, Photography

Skody Scot & Company, Accounting & Auditing

Sundberg & Associates, Graphic Design

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