



The local paper for the Upper East Side



# East Midtown Partnership 2017 ANNUAL REPORT to the Community



East Midtown Partnership  
875 Third Ave., Mezzanine  
New York, NY 10022  
212-813-0030  
[www.EastMidtown.org](http://www.EastMidtown.org)





# MESSAGE FROM THE PRESIDENT & CHAIR OF THE BOARD OF DIRECTORS



**Debra Fechter**  
Chair of the Board of Directors

**Dear Friends:**

The past year has been an important one for both East Midtown Manhattan and the East Midtown Partnership, as major decisions were made that will shape the future of our community and our Business Improvement District.

The East Midtown Rezoning will have a major impact on our district as it rolls out over the next two decades. The rezoning will allow for taller, more modern buildings better able to attract the 21st Century businesses needed to sustain the area as an international commercial center. The regulations also provide for mass transit and public realm improvements that are vital to our quality of life.

Similarly, the Board of Directors and staff of the East Midtown Partnership spent much of the past year planning for our future.

More than a decade ago, 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, gave East Midtown one of the lowest Business Improvement District assessment rates in the city.) That plan allowed for the organization to accrue savings in the first few years, while spending down its reserves toward the

end of the ten-year cycle.

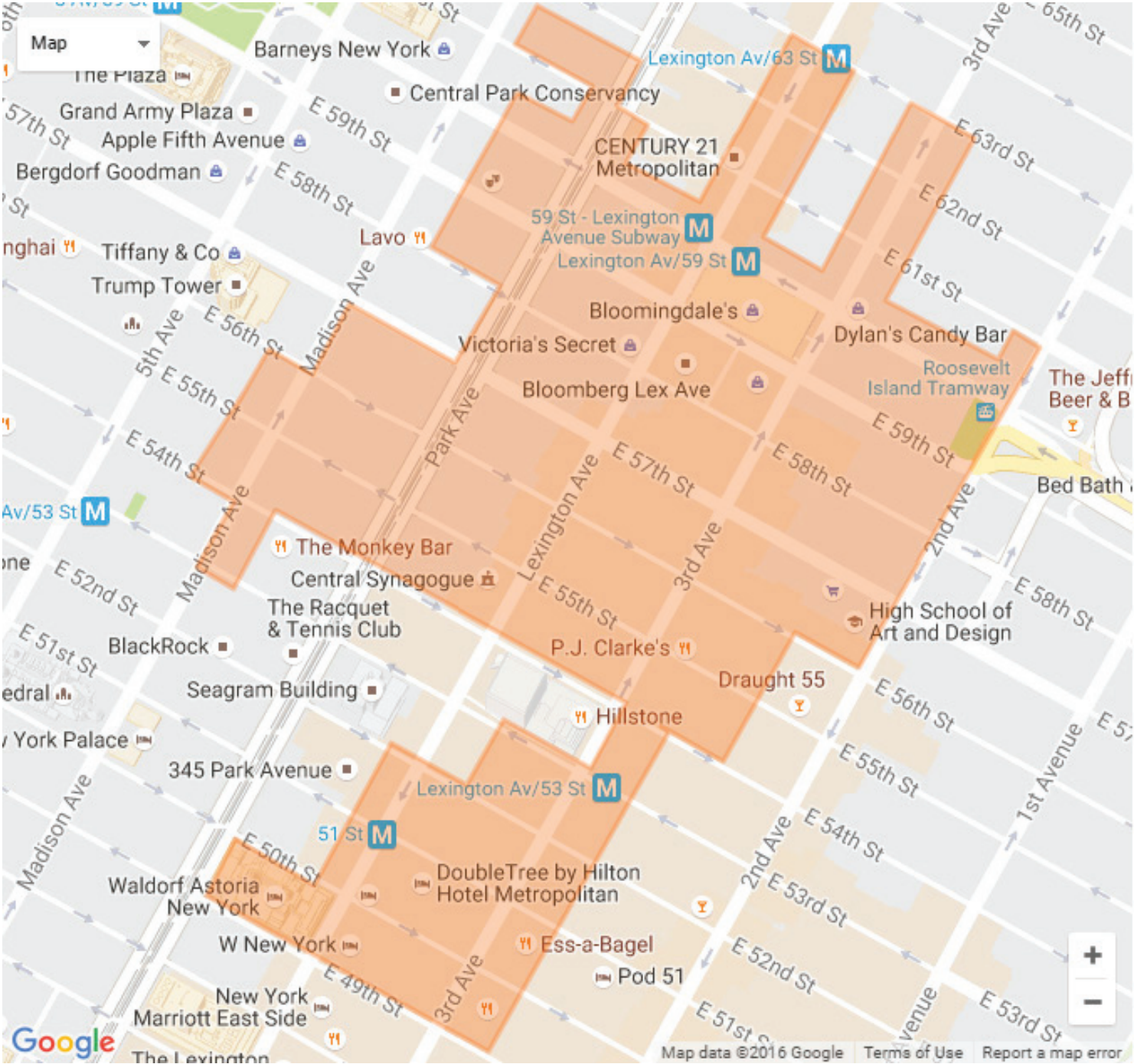
Last year it became apparent that anticipated cost of living increases, coupled with some major unanticipated expenses (including the state-mandated Minimum Wage increase and new security and sanitation expenses related to the district's proximity to Trump Tower) required us to look at our financial needs. After more than a year of study and deliberation, the Finance Committee of the Board of Directors recommended an increase in the annual assessment to \$3.5 million, an amount sufficient to meet the needs of this community while continuing to keep the per square foot expense to our ratepayers much lower than almost every comparable BID. That recommendation was approved unanimously by the Board in April, 2017 and is now pending before City Council.

We will continue to operate frugally and spend carefully, but the new plan will provide adequate funding to deliver the essential services and high caliber of programming reflective of East Midtown Manhattan. With more than 800 storefronts, thousands of upper-floor commercial tenants, and an increasing number of residents, we want to ensure we're able to meet the demands of our growing, thriving community well into the future.



**Rob Byrnes**  
President





# 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](mailto:info@eastmidtown.org) to find out how you can be connected!



*Join us*  
for the

## East Midtown Partnership's 16th Annual Meeting

Call 212-813-0030 or visit our website for more information.

**Thursday, December 7,  
2017**  
**8:00 AM**  
**Le Cirque**  
**151 East 58th Street**



## BUSINESS DEVELOPMENT AND MARKETING

### ‘Trick-or-Treat with East Midtown’ Doubles Attendance, Wins International Recognition

After you’ve drawn more than 1,000 children and parents to East Midtown to trick-or-treat at 60 local businesses, what do you do for an encore? Go bigger and better, of course!

On Halloween, 2016, our second annual “Trick-or-Treat with East Midtown” event brought more than **2,000** people into our neighborhood. We checked the trick-or-treaters in at Tramway Plaza on Second Avenue where they collected our branded Halloween bags and visited a themed photo booth and face-painters, enhancing the experience and capturing memories of the day. Then those little ghosts and goblins, accompanied by their parents, visited our business community, where more than **80** businesses handed out treats.

The feedback included comments such as:

**“We live in East Midtown, and are so excited that you guys are doing this! We love this neighborhood and are happy to see some community events for our kids!”**

**“I’ve learned about businesses that I didn’t even know existed that are right around the corner from me!”**

**“My kids have been so excited all weekend to come and trick-or-treat in East Midtown. Thank you guys for doing this again!”**

And, ironically:

**“We’ve been looking for a good dentist! Thanks for making the introduction!”**

In raw numbers, the event drew over 14,500,000 media impressions and 36,531 unique East Midtown Partnership website and social media views. We had an impact.

In fact, we had such an impact that the event won a Merit Award from the International Downtown Association at its September, 2017 annual conference in Winnipeg, Canada. Great recognition for free family fun that also highlights our excellent East Midtown business community.

This year we’ll be Trick-or-Treating on Tuesday, October 31. Plan to join us!

### Our Website: An Updated, Crisper Design

Drawing hundreds – sometimes *thousands* – of weekly visitors, our website is a valuable resource for the community, as well as for people from throughout the world. We feel an obligation to give our visitors the best experience possible.

During the past year, we launched an improved website with a cleaner, more user-friendly look. Incorporated into the *new* **www.EastMidtown.org** through the redesign were:

- Simplified organization and navigation;
- Optimization for mobile devices and tablets;

- A modern, intuitive business directory and map;
- Features highlighting special business promotions and Passport perks;
- Enhanced event and news listings; and
- An easy process for businesses to update their listings

The feedback we’ve received since unveiling the new design has been uniformly positive, and makes it much easier to promote area businesses and events. This is especially true for the growing number of people who access [www.EastMidtown.org](http://www.EastMidtown.org) from mobile devices.

### Lunar New Year Brings Thousands to Madison Avenue

In January, 2017, we welcomed the Year of the Rooster with our second annual event, “Madison Street to Madison Avenue: A Lunar New Year Celebration.” Once again we worked with our friends at the Confucius Institute for Business at SUNY, the Madison Avenue Business Improvement District, and the Chinatown Partnership, and this year we also welcomed the Grand Central Partnership to the team. The unprecedented collaboration brought the rich culture of Chinatown to Midtown East and the Upper East Side.

Thousands of people – New Yorkers and Asian visitors alike – watched as teams of lion dancers made their way north up Madison Avenue from East 42nd Street to East 86th Street, delighting retailers and pedestrians along



the route. We also staged a series of cultural activities inside the Harman store, at 527 Madison Avenue (at East 54th Street), as well as in outdoor heated tents.

Again, the media noticed our innovative programming. The Lunar New Year celebration earned 55 press hits with more than 109 million total media impressions, and was promoted in four pre-event local television segments and 51 print/online pieces.



## OTHER PROGRAMMING

Our Marketing and Business Development Committee worked throughout the year to enhance existing programming and develop new events to bring visitors to the district and highlight local businesses. Among other highlights were:



### 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. This past holiday season, we added street-pole banners with a similar design theme, which tied together the festive look throughout East Midtown.



### The Passport Card

Launched in April, 2013, the East Midtown Passport card offers special benefits to customers at more than 100 area businesses. More than 20,000 consumers 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 over 6,000 social media contacts, we're one of the city's most connected Business Improvement Districts.



### Sounds of the Season

In December, we hosted several days of joyful holiday music from community-based performers including:

- **PS 59 Chorus from Beekman Hill International School PS 59,**
- **Lighthouse Vocal Ensemble from the Filomen M. D'Agostino Greenberg Music School,**
- **Cathedral High School Marching Band**

### Weekly e-Bulletins (and more)

Each week more people subscribe 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



## Tramway Plaza Gets a Makeover

Tramway Plaza, on Second Avenue between East 59th Street and East 60th Street, is only four-tenths of an acre in size, and the planting beds make up less than half of that. But it's the only accessible public space in the district, and an oasis for people who want to escape the city's bustle for a while. That's why the East Midtown Partnership is committed to keeping Tramway Plaza 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. Knowing that the Parks Department has

limited resources, we've also taken charge of pest control measures, which are vital to creating an enjoyable park experience.

And thanks to a City Council grant through Council member Dan Garodnick, in summer, 2017 we were able to rehabilitate the planting beds. Old plants were removed, and our team – made up of NYC Parks employees, a crew from The Doe Fund, Partnership administrative staff and security officers – completely replanted the beds with colorful flowers and greenery. More than a few passersby stopped to watch us at work and tell us what a great improvement it was for the community.

Open public space is at a premium in East Midtown Manhattan, but we're committed to finding new ways to enhance and expand streetscape beautification.



## Tree Beds & Planters Brighten the Streetscape

For the past nine years, we've installed three colorful seasonal plantings in over 100 district tree beds, many of which were previously neglected. 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.

The East Midtown Partnership is also responsible for planting and maintaining 7 large planters placed at the corner of Third Avenue and East 60th Street by the New York City Department of Transportation. Those planters were installed as a pedestrian safety measure, but our greenery has made them an attractive addition to the streetscape.



## 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

## 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 almost 20 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 327 thousand pounds over the past 12 months!

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



	FISCAL YEAR 2017 (July 1, 2016 – June 30, 2017)	CUMULATIVE (2002 – 2017)
Total Pounds of Trash Removed	1,121,767	19,582,027
Total Pounds/Recyclable Paper	327, 433	1,311,844
Number of Trash Bags Collected	110,283	1,553,171
No. of Recyclable Bags Collected	32,329	132,789
Incidents of Graffiti Removed	428	4,245



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

Our public safety patrol is small, but dedicated and knowledgeable. The seven men and women in our patrol force – six 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 44 individuals.

In addition, our security team makes frequent visits to businesses, updating them on East Midtown Partnership programming, information from the NYPD, and other matters. This year they also began making regular visits to homeless individuals and panhandlers in the area, offering them access to services. 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.

## Assisting the Community and Keeping Midtown Safe

	FISCAL YEAR 2017 (7/1/2016 – 6/30/2017)	CUMULATIVE (2002 – 2017)
Directions Given	12,552	320,626
Incidents Reported	25	1,371
Street Conditions Reported	52	987
Peddler Conditions	0	647

# HOMELESS OUTREACH

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. In recent years, the number of interactions our outreach workers have had with homeless individuals has continued to

## Working to help the most vulnerable New Yorkers

grow, although the number of placements has declined. That is largely because we've reached the most reachable, while the most reluctant to accept services remain on the streets. Nevertheless, we continue to make progress. 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 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.



FINANCES

	FISCAL YEAR 2018 (JULY 1, 2017 – JUNE 30, 2018)	FISCAL YEAR 2017 (JULY 1,2016 - JUNE 30,2017)
Administration		
Personnel	\$530,000	\$480,000
General Expenses	\$170,000	\$150,000
Insurance	\$40,000	\$25,000
Professional Fees	\$30,000	\$20,000
Subtotal	\$770,000	\$675,000
Operations		
Sanitation	\$925,000	\$775,000
Security	\$460,000	\$400,000
Homeless Outreach	\$120,000	\$105,000
Subtotal	\$1,505,000	\$1,280,000
Programming		
Business Promotion & Marketing	\$225,000	\$205,000
Beautification	\$240,000	\$195,000
Streetscape Improvements	\$110,000	\$60,000
Subtotal	\$575,000	\$460,000
Expenses	\$2,850,000	\$2,415,000
Revenues	\$3,500,000	\$2,200,000
Revenue Over Expense	\$650,000*	(\$215,000)*

\* 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](mailto: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	Boston Properties	Elaine’s Fine Art	illesteva
55th Street Pediatric Dentists	Breitling	Elijah Peters Optique	Illume Lampshades & Lamp Repair
59E59 Theaters	Carlyle Convertibles	Ethan Allen	In/Where New York
A La Mode Shoppe	Carvi Hotel	Extraordinary	Inform Fitness Studios
All Saints Church	Cassina	Eyes on the World	Insomnia Cookies
Allen Edmonds	Cathedral High School	Farinella Bakery	InVite Health
Allure Day Spa & Hair Design	CBRE	Fifty NYC Hotel	Instituto Cervantes
Amali	Child Mind Institute	Fig & Olive	IWC Schaffhausen
American Apparel	Chinatown Partnership	Filles et Garcons	Jack Resnick & Sons
American Cut	Circle Realty Group	The Fitz	Jacques Torres Chocolates
Anka Grill	Cohen Brothers Realty Corporation	Fitzpatrick Manhattan Hotel	Jay Suites Grand Central
Apple Bank for Savings	Cohen’s Fashion Optical	French Institute Alliance Francaise	Jean Rousseau
AT&T Mobileistic	Community Board 5 Manhattan	Fresh & Co.	The Jeffrey Craft Beer & Bites
Dr. Anna Avaliani Cosmetic & Laser Surgery	Community Board 6 Manhattan	Friends of Art & Design	Jonathan Adler
Avis Budget Group	Community Board 8 Manhattan	The Fund for Park Avenue	Jersey Mike’s SubsJoseph Battisti
Baked by Melissa	Confucius Institute for Business	Garden Grille Bar & Restaurant	Salon
The Bar Room	Consult Podiatry	Gardens NYC	Just Bulbs
Barchi Bespoke Tailor & Shirt Maker	Corporate Suites	George N Antiques	Just Salad
Bareburger	Cucci Chiropractic	Glaze Teriyaki Grill	Koleksiyon Mobilya
Beekman Financial Planning LLC	Currency Exchange International	Gloria Cabrera Salon	Kurant Wine Bar
The Benjamin Hotel	Daum-Haviland	Dr. Cynthia Gomez, DDS	La Cava Wine Bar
Benson Law Firm LLC	Dentistry for Children & Orthodontics	Grace’s Marketplace	La Villetta
Best Western Plus Hospitality House	Digby Management Co. LLC	Grand Central Partnership	Lapicida
Bianca Jewelers	Dos Toros Taqueria	Greek Eats	Le Cirque
Big Apple Art Gallery & Custom Framing	Dunhill	H. Lowy Cleaners & Tailors	Le Pain Quotidien – Grand Central West
Bikram Yoga Grand Central	Duxiana	Harman	Learning Express Toys
Bloom’s Tavern	Dylan’s Candy Bar	Hastens 58th Street	Lerebours Antiques
Bloomberg	East Sixties Neighborhood Association	Hastens Madison Avenue	Levy School Choir of All Saints Church
Bloomingdale’s/Macy’s	E. Braun	Health King	Lexington Hardware
Law Office of Harold A. Bollaci, PC	Edible Arrangements	The Health Nuts	Lighthouse Vocal Ensemble
Bon Vivant New York	Eileen Fisher	High School of Art & Design	Lillian Nassau
	Elaine Lane Antiques	Hill Cleaners	Links of London
		Hilton Garden Inn	
		HJMT Public Relations Inc.	



Lips

Living Proof Nutrition Strength Pilates

Lladro

MacArthur Management

Madison Avenue Business Improvement District

Madonna & Co.

Madison Dental Group

Manhattan Art & Antiques Center

Manhattan Borough President’s Office

Manhattan Boutique Real Estate

Manhattan Espresso Café

Mark De Alwis Salon

Maurice Badler Fine Jewelry

Metamorphosis Day Spa

Midtown Restaurant

Miriam Silverberg Associates

Mon Petit Café

Mount Vernon Hotel Museum & Garden

Muscle Maker Grill

Nare Sushi

The National Bar & Dining Rooms

NYC Comptroller’s Office

NYC Council

NYC Department of Parks & Recreation

NYC Department of Small Business Services

New York Police Department, 17th Precinct

New York Public Library, 58th Street Branch

New York Public Library, Terence Cardinal Cooke Cathedral Branch

The New York Resident

Newmark Holdings



NextStop NY Real Estate

Ninth Street Espresso

Oak & Barrel

Off the Wall Frozen Yogurt

Olshan Frome Wolosky LLP

Orogold Cosmetics

Our Town

OurHarvest

P. S. 59

Padoca Bakery

Palace Restaurant

The Paley Center for Media

Paname French Restaurant

The Paramount Group

Park Avenue Dental Medicine PC

The Partnership for Parks

Dr. Deena Pegler, DMD

Peoples Foreign Exchange Corp.

Perrine

Pescatore

Philip Colleck Ltd.

Physical Advantage

Piada Italian Food & Wine Bar

Smiles Park Avenue Dental

Sofia Pizza Shoppe

Sprinkles

State Bank of India

Sterling Optical

Sumi Properties Group

Sunflower Salon

SUNY Global Center

Sutton Area Community

Sutton Place Chiropractic

T-Mobile

Talbots

TD Bank

Tracy Anderson Method

Treadwell Park

Tufenkian Artisan Carpets

Turtle Bay Association

Turtle Bay Music School

The Unforgettables Chorus

Uni K Wax Midtown

Untamed Sandwiches

Upper East Side Dental Innovations

Upper Story by Charlie Palmer

Vanderbilt YMCA

Verve Medical Cosmetics

Vivienne Westwood

Vornado Realty Trust

The Walking Company

Waterman Properties LLC

Waterworks

The Wellness Center of New York

Whiskey & Wine Off 69

YMassage at Living Proof

Zales

Pick A Bagel

The Pierre Hotel

Pig ‘N’ Whistle on 3rd

Piquadro

Popular Community Bank

Potbelly

Regus

Rigby & Peller

Rimowa

Roger Dubois

Rosen & Deutch DDS PC

The Ross Art Group

Rouge Makeup Salons

Rudin Management

Saks Off Fifth

Salon Amici

Salon Ishi

Samuel and Sons

San Carlos Hotel

Satori Laser

Sherwin Williams

Sirio

Skintology Skin & Laser Center



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**City 1 Maintenance, Street Furniture Maintenance**

**Dennis Corsi, Videography**

**The Doe Fund, Sanitation Services**

**DuMor Inc, Trash & Recycling Receptacles**

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

**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**

**Sunshine Sachs, Public Relations**

**Susanne Gil, Bookkeeping**

**U. S. Security Associates, Security Patrol Services**

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**Sarah L. Hornung, Director of Marketing & Business Development**

**Bob Iovino, Director of Operations**

