



East Midtown Partnership **2022 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
21st Annual Meeting**

**Thursday, November 17, 2022
8:00 AM**
Streamed on Zoom
and in-person at
**SUNY Global Center
116 East 55th Street**
(Lexington-Park)

For more information, call 212-813-0030
or visit our website www.EastMidtown.org/Annual22



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



Steven M. Cherniak
Chair of the Board of Directors



Rob Byrnes
President

If you told us in 2019 that today we would be cheering crowded subway trains, long lines at lunchtime, and frozen traffic when the United Nations General Assembly was in session, we would not believe you.

But it is 2022 and here we are - almost three years and one pandemic later - and we are cheering... because these are signs that East Midtown Manhattan is quickly returning to normal.

With each passing week, more workers return to their offices. More tourists arrive. More shoppers fill our stores. More diners make reservations. And, yes, even the UN General Assembly returned in force this year, with diplomats and dignitaries from throughout the world filling our streets with the traffic we started to miss and, more importantly, filling tables at our restaurants and rooms in our hotels.

Our slice of the City is not traditionally a quiet one. It is active and vibrant, always changing and sometimes a bit chaotic. It is great to see the energy return to East Midtown.

And there is a lot to be energized about. New businesses continue to open even as established ones breathe a sigh of relief that they have survived after waiting out the pandemic. A few exciting and long-awaited new developments – including 425 Park Avenue and the overhauled 550 Madison Avenue – are poised to open in the very near future, adding many new jobs to our economy.

Things are not perfect – we still have many challenges ahead of us – but our future is bright and we are glad you are back.

MARKETING & PROMOTIONS

As New York City began to emerge from the worst of the pandemic, it was readily apparent that the public craved activities and events again. However, it was also readily apparent that people preferred to ease into this programming, utilizing outdoor space more as their comfort level with indoor space returned to normal.

This presented us with a bit of a dilemma, since East Midtown has virtually no publicly accessible outdoor space. But we had experience utilizing our sidewalks – witness our wildly successful “Trick-or-Treat with East Midtown” program – so we looked for ways in which we could program our storefronts, making the sidewalks of East Midtown the gathering sites. Here are a few of our highlights from 2021-2022:

Trick-or-Treat with East Midtown Returned in Force

This popular (and international award-winning) event hit its peak in 2018 (when it drew 8,000 attendees) and 2019 before being brought to a halt by the coronavirus pandemic. Although we hosted a virtual event in 2020 it wasn't the same, so we decided to test the waters in 2021 by reimagining “Trick-or-Treat with East Midtown” as a self-guided evening of Halloween fun.

Bringing People Into East Midtown

While it's true that we had somewhat fewer businesses handing out candy last year, we were gratified to see how many children (and their parents, of course) were out on our streets that evening. In fact, some businesses said that they had more trick-or-treaters than in any previous year. That was as clear a sign as any that the community wanted to return to normal.

That made our decision to bring back our traditional Halloween event an easy call. On October 31, 2022, we were thrilled to welcome thousands of trick-or-treaters to the plaza outside SL Green's 919 Third Avenue for a photo booth, as well as a new second central location at Sunrise at East 56th, 139 East 56th Street, where families could paint pumpkins before hitting the streets in search of candy and other treats.

It felt great to be back and see joy on the faces of our community's young people again!





Our “Intersections” Art Exhibition Filled Vacant Store Windows

From late December 2021 through the end of March 2022, we had the honor of hosting “Intersections,” our first ever public art exhibition. Working with Art on the Ave NYC, a relatively new not-for-profit organization based in New York City, we filled empty storefront windows with dozens of works of art for those three months, brightening winter’s bleakness with provocative, colorful art by a number of local artists typically underrepresented in public exhibitions.

Bringing public art to the streets of East Midtown is something we have wanted to do for years, which made this exhibition even more special for us. And a huge bonus was the enthusiastic support of Global Holdings Management and the staff of their building at 875 Third Avenue, which took advantage of the pandemic to completely renovate their concourse space and then allowed us to turn it into a gallery for the duration of the show. To enhance the festive spirit in the space, the East Midtown Partnership and Art on the Ave hosted weekly musical performances, sponsored a panel on “Collecting African-American Art” in celebration of Black History Month, and – with the enthusiastic





“ As I stroll to and from my home on the Upper East Side, it has been interesting to observe the increased level of energy from when people first started to return to the office to now, two years later. It’s also been exciting to see new additions to the area, such as 425 Park Avenue, as construction comes to an end and occupancy begins. And even some of those long lunch lines are a welcome sight.”

— Nicole Beauchamp, Engel & Völkers

support of the Ukrainian-American building manager, Victor Spivak of Global Holdings – we held an amazing concert in support of Ukraine just days after that conflict began.

Thousands of people took in our exhibition over the three months it was open, and that alone qualifies it as a success. But the cherry on top came during the 2022 Annual International Downtown Association Conference in Vancouver BC when Sarah Hornung, our Director of Marketing and Business Development, moderated a panel discussion on how organizations could hold similar exhibitions to brighten their vacant storefronts. Scores of conference attendees from across the globe were in attendance, so if you happen to travel somewhere and see art in vacant storefronts, Sarah and her panel (including Barbara Anderson, founder of Art on the Ave NYC) might deserve credit.

Will we do it again? Count on a new exhibition opening in spring, 2023

“An East Midtown Minute” Took Viewers Behind the Scenes at Local Businesses

In late 2021, we took note when Betsy Bober Polivy began promoting her books *Walking Manhattan Sideways* and *The Art of Walking Manhattan Sideways*. We had been fans of her website and podcasts, which document the years she has spent walking the Manhattan grid and getting to know the people behind the independent businesses throughout the borough. We were even more thrilled to see many of our businesses in her pages.

And that gave us an idea. She loves small independent business; we love small independent businesses... so why not collaborate on a web series?

And we did.

“An East Midtown Minute” was formally launched in June 2022. This series of short video reels (literally only one minute long, hence the title) are hosted by Betsy and filmed and edited by Michael Corcoran of Bizi Media. These videos gave their thousands of viewers an insider’s look at the people and history behind almost 20 local small businesses. In Season 1, which wrapped up in October, we profiled:

59E59 Theaters

Amali

Argosy Book Store

Barchi Bespoke Tailor & Shirt Maker

Brigandi Coins & Collectibles

Hammacher Schlemmer

Jim’s Shoe Repair

Just Bulbs

Katagiri Japanese Grocery

Kurant Wine Bar

Land of Plenty

Manhattan Espresso Cafe

Pesca Boutique

Philip Colleck

Sweetcatch Poke

The Townhouse of New York

You can view these videos on our Instagram, Facebook, and LinkedIn pages, and we also link to them on our website. Get to know the men and women behind the profiled businesses, as well as their histories and challenges... and watch for Season 2 of this series, which will launch in January 2023. Because there are many more stories to be told.

We Celebrated International Sculpture Day on Park Avenue

Did you know that International Sculpture Day is celebrated on the last Sunday in April? That was something we learned this year, and now you’ve learned it too.

In 2022, we marked the celebration with a fun event on the plaza outside the Seagram Building, 375 Park Avenue. Working with our friends at the Grand Central Partnership, Fund for Park Avenue, NYC Parks Department, RFR, Kasmin Gallery, and the George Rickey Foundation, we built a family-friendly interactive event around the eight kinetic Rickey sculptures that at the time were displayed on the Park Avenue malls between East 52nd Street and East 56th Street. While Bobby Harden and the Soul Purpose Band provided entertainment, children and their parents learned about the artwork and engaged in activities – including yoga sessions designed to mimic the movement of the sculptures.

At the end of the long but fulfilling day, all of the event partners agreed to do it again in 2023... so mark your calendars for Sunday, April 30, and prepare to join us.



“East Midtown Pride” Returned as an In-Person Event

The East Midtown Partnership is, well, proud of the fact that we’re the only New York City Business Improvement District that held monthlong WorldPride/Stonewall 50 events in June 2019. In 2020 and 2021, we tried to do what we could, but website links to virtual events just isn’t the same as a joyful gathering to celebrate the ability of people to live honestly and openly.

Fortunately, in June 2022 we were able to hold a panel discussion followed by a reception on the Rooftop Terrace at the SUNY Global Center, 116 East 55th Street. It was great to welcome our friends from the National Gay & Lesbian Chamber of Commerce and some members of the local LGBTQ business community, as well as Chanel J. Lopez, Deputy Director of LGBTQ+ Affairs, NYS Governor’s Office; David Belsky, Founder & CEO, Good Rebellion; Marion Terenzio, President, SUNY Cobleskill; and John Dias, Reporter, CBS New York.

Big plans are already underway for Pride ‘23. Plan to join us!

And don’t forget some of our evergreen programs designed to promote commercial activity and bring people into our neighborhood, including:

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. We also curate gift guides for special holidays, including Valentine’s Day, Mother’s Day, and Father’s Day. 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

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.



Creating A Welcoming Environment

The Midtown BID Coalition was Formed to Improve Public Safety and the Quality-of-Life

One lingering effect of the pandemic has been a deterioration in the quality of life across the City, most notably in Midtown Manhattan. From the East River to the Hudson River, from the United Nations to Madison Avenue to Broadway, Midtown is New York City to the eyes of the world. The local Business Improvement Districts – stewards of the public realm – recognized early on that the New York Recovery couldn't happen if Midtown Manhattan was a place people wanted to avoid.

Although our community generally has not shared the extensive quality-of-life challenges that have burdened other Midtown neighborhoods, we joined with our colleagues from six other Business Improvement Districts this year to form the Midtown BID Coalition. The other BIDs in the coalition are the Times Square Alliance, Grand Central Partnership, Madison Avenue BID, Garment District Alliance, Fifth Avenue Association, and Hudson Yards/Hell's Kitchen Alliance.

Working together, we launched a public outreach campaign to push the Governor and State Legislature for criminal justice and social services reforms that generated more than 730,000 digital impressions, 16,000 total clicks, and 4,000 website visitors during state budget season. We also met repeatedly with City and State officials to encourage additional measures.

Our efforts continue and will not end until we return to pre-pandemic Midtown. Problems certainly remain, but by working together and projecting strength in numbers, we are having a positive impact.



Our Clean Patrol Tackled the Dirty Work

Throughout the year 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. 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 on 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.



“ We’re glad to see East Midtown open and vibrant, returning to the liveliness of days before Covid. The East Midtown Partnership has helped let everyone know that our businesses, restaurants and entertainment are Open For Business again!”

— Brian Beirne, 59E59 Theaters

Seasonal Plantings Continued to Flourish

It’s no secret: our community suffers from a severe lack of publicly accessible green space. Except for tiny Tramway Plaza on Second Avenue, our blocks are built up.

And yet an attractive streetscape is important to the people who live in, work in, and visit East Midtown. That’s why we’ve spent the past 14 years looking for new places to add plantings and color to our streets and sidewalks.

Our philosophy is to leave no tree bed unplanted. What were once often overgrown, poorly maintained eyesores are now full of lush seasonal flowers maintained by our horticultural team, and we add new locations each year. We are also working with the New York City Department of Transportation and private property owners to integrate more planters onto our sidewalks and DOT sidewalk extensions that have been built out at certain intersections. That’s just one more way we can brighten the East Midtown streetscape.



As for Tramway Plaza, now that construction on the Roosevelt Island Tram structure has finally ended, we’re working to make it a welcoming oasis once again for our community. We’ve assumed responsibility for pest extermination from the City Parks Department and next spring will work to enhance the planting beds. We also plan to organize a “Friends of Tramway Plaza” group to raise funds for park maintenance, planting, and programming in future years. Contact us if you’d like be involved.



FINANCES

	FISCAL YEAR 2022 (7/1/21-6/30/22)	FISCAL YEAR 2023 (7/1/22-6/30/23)
Administration		
Personnel	\$570,000	\$590,000
Rent & General Expenses	\$245,000	\$240,000
Insurance	\$35,000	\$35,000
Professional Fees	\$25,000	\$25,000
Subtotal	\$875,000	\$890,000
Operations		
Sanitation	\$1,260,000	\$1,250,000
Security	\$520,000	\$450,000
Homeless Outreach	\$120,000	\$120,000
Subtotal	\$1,900,000	\$1,820,000
Programming		
Business Promotion & Marketing	\$275,000	\$285,000
Beautification	\$275,000	\$280,000
Streetscape Improvements	\$70,000	\$50,000
Subtotal	\$620,000	\$615,000
Expenses	\$3,395,000	\$3,325,000
Revenues	\$3,500,000	\$3,500,000
Revenue Over Expense	\$105,000*	\$175,000*

* 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, 2022

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Sarah L. Hornung, Director of Marketing & Business Development

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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:

59E59 Theaters

200 East Tenants Corporation

Adel Atelier

Allen Edmonds

Allure Day Spa & Hair Design

Amali

Amour de Hair

Aquavit

Argosy Book Store

Arris Property Group

Art on the Ave NY

Attitude Spa & Nail

B. Nelson Shoes

The Bar Room

Barchi Bespoke Tailor &

Shirt- Maker

Best Western Plus Hospitality House

Bianca Jewelers

Bistango

Blank Street Coffee

Bloom's Tavern

Bloomberg

Bloomingdale's

Blue Line Dental

Body Space Fitness

Bridge Community

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Festival Café

Fields Good Chicken

Fifth Avenue Association

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Foundry

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The Fund for Park Avenue	Kurant Wine Bar	Commerce	Rudin Management
Gale Grant Costume Jewelry	Kvadrat	Nest Seekers International	The Rug Company
Garment District Alliance	La Cava Wine Bar	New York Luncheonette	Salon Amici
Gay City News	Land of Plenty	NextStopNY Real Estate	Samuel and Sons
George Rickey Foundation	Learning Express Toys	NY Police Department, 17th Precinct	San Carlos Hotel
GFP Real Estate	Lerebours Antiques	NY Police Department, 19th Precinct	Satori Laser
Global Holdings Management	Lexin Capital	NY Police Department, Midtown North Precinct	Savoir Beds
Good Rebellion	Lexington Hardware	NY Public Library, 58th Street Branch	Schneps Media
Grand Central Partnership	Lillian Nassau	NYC & Co.	Skintology Manhattan Medspa by Dr. Jennifer Walden
The Greats of Craft	Loews Regency New York Hotel	NYC Comptroller's Office	SL Green
H. Lowy Cleaners & Tailors	Lush Cosmetics	NYC Council	Society of Illustrators
Hammacher Schlemmer	MacArthur Management	NYC Department of Parks & Recreation	Starbucks Pick-Up & Amazon Go
Hastens 58th Street	Macy's	NYC Department of Sanitation	State Bank of India
High School of Art & Design	Madison Avenue Business Improvement District	NYC Department of Small Business Services	State University of New York
Highgate Realty	Madison Dental Group	NYC Department of Transportation	Stretch Relief
Hilton Garden Inn Midtown East	Madonna & Co.	NYC Hospitality Alliance	Sunrise Senior Living
Hospital for Special Surgery	Manhattan Borough President's Office	One Salon	Sutton Area Community
Hotel 57	Manhattan Chamber of Commerce	Orangetheory Fitness Plaza District	Sutton Place Parks Conservancy
Hotel Lex48	Manhattan Espresso Café	Our Town	Sutton Social Magazine
Hudson Yards/Hell's Kitchen Alliance	Manhattan Sideways	Oxford Café	Sweetcatch Poke
Hutong New York	Mark Garrison Salon	Palace Restaurant	TD Bank
Inform Fitness Studios	Marx Realty	Dr. Deena Pegler, DMD	Times Square Alliance
InterContinental New York Barclay	Matii Hair Salon	Pesca Boutique	TMPL Fitness – 53rd Street
International Downtown Association	Metamorphosis Day Spa	Philip Colleck	The Townhouse of New York
JAB Astoetz USA	Michael's Optical	Physical Advantage	Tramway Convenience
Jack Resnick & Sons	The Mill	Pita Grill	Trinity Baptist Church
The Jeffrey Craft Beer & Bites	Miriam Silverberg Associates	Power Pilates	Trovo Thin Crust Pizza
Jim's Shoe Repair	Mitsui Fudosan America	Republic Bank	Turtle Bay Association
Just Bulbs	Modani	RFR Holding LLC	United Jewish Appeal
Just Shades	Muji	Rimowa	Verve Medical Cosmetics
Kasmin Gallery	Motion Sports Medicine	Rosa Mexicano	VIP Shoe Restorers
Katagiri Japanese Grocery	Nare Sushi		Vornado Realty Trust
Kickstand Bicycles	Natalia Huang Piano Studio		Waterman Properties LLC
Koba Korean BBQ	National Gay & Lesbian Chamber of		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

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

Andres Otero Images, Photography

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