



The local paper for the Upper East Side



East Midtown Partnership **2018 ANNUAL REPORT** to the Community





MESSAGE FROM THE PRESIDENT & CHAIR OF THE BOARD OF DIRECTORS



Debra Fechter
Chair of the Board of Directors

Dear Friends:

Our community is always changing. The East Midtown Partnership’s challenge is not to just change with the community, but to help lead the transformation.

Already we are starting to see the effects of last year’s rezoning of much of our district. New development will strengthen the local economy and bring more jobs to the area, but also presents new challenges to an area with little public space and a large daytime population. We are already proactively working with City agencies to ensure that public amenities and the pedestrian experience are enhanced as a modern building stock rises in East Midtown.

Of course, the changing face of East Midtown didn’t begin in recent months. Over the past two decades, this district – once heavily populated with commercial offices – has become much more “mixed use,” as new residential developments and retail, culture, dining, and nightlife establishments have moved to and near the area. We have capitalized on these changes by introducing programming designed to attract members of the residential communities into the district... and bring them through the front doors of local businesses.

In addition to major corporations and retailers, we are

fortunate to include numerous unique independent small businesses among our membership.

For years, the unfortunate (and untrue) stereotype was that the sidewalks of East Midtown rolled up when the last commuter left the office. But although this community has always had a robust existence, it’s coming into its own as a diverse 24/7 neighborhood.

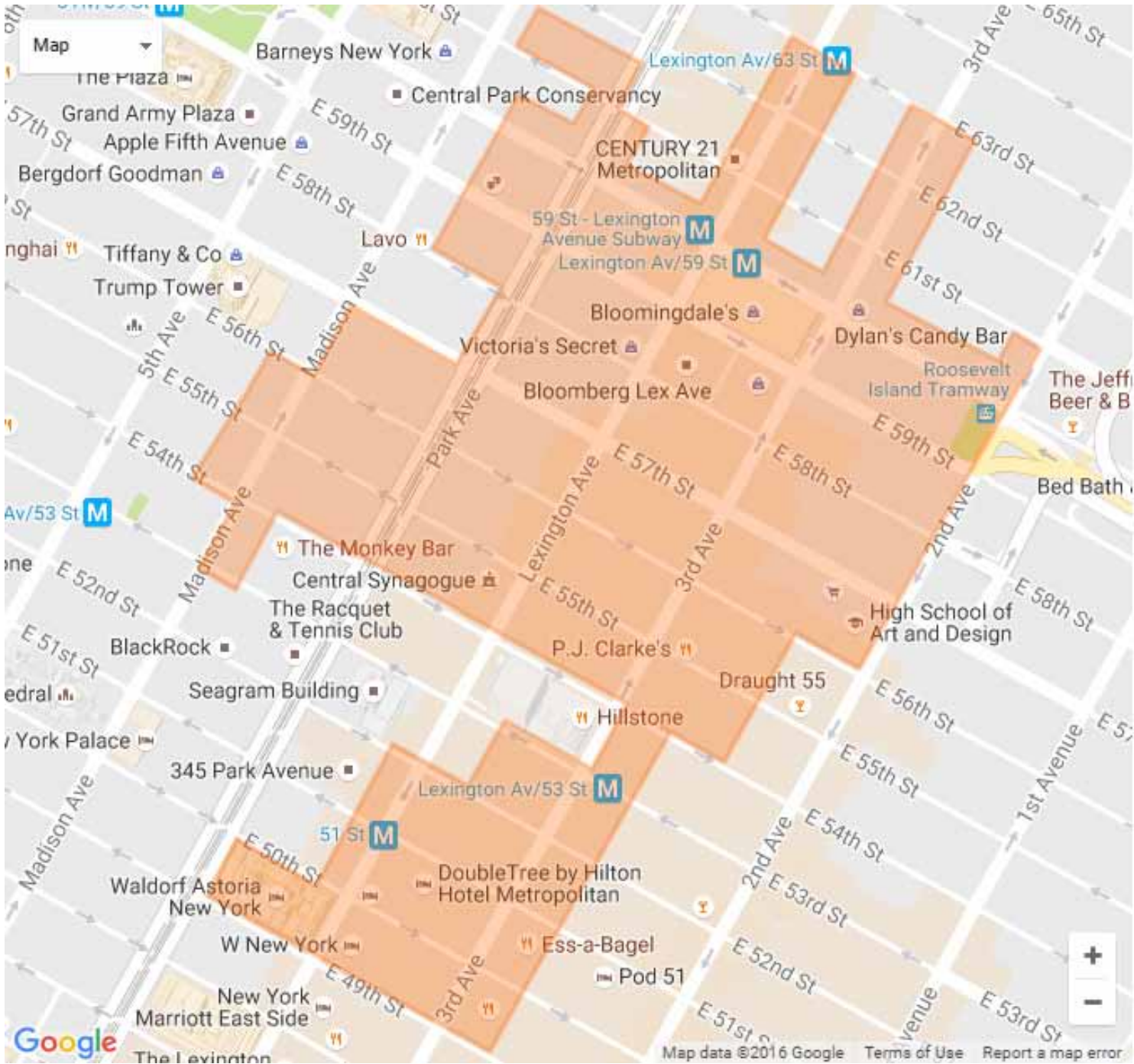
We’ve been taking creative steps to beautify the streetscape, including planting more than 100 tree beds and preparing to place planters on district sidewalks. By enhancing the streetscape, we’re making East Midtown a more attractive place to visit, work, and live... and strengthening our commercial base, in the process.

With a record number of tourists visiting the City, we’re tailoring programming to educate store owners and employees on how best to attract them to their business, and promoting cultural events designed to bring visitors – domestic and foreign alike - to our community.

East Midtown Manhattan has always evolved. East Midtown will continue to evolve. The Board of Directors and staff of the East Midtown Partnership are excited to be part of that experience.



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 to find out how we can connect with you!



Join us

for the

East Midtown Partnership's 17th Annual Meeting

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

Thursday, December 6, 2018
8:00 AM
City Cinemas 1 2 3
1001 Third Avenue
(across from Bloomingdale's)

BUSINESS DEVELOPMENT AND MARKETING



“Trick-or-Treat with East Midtown” Doubles Attendance... Again!

It's not often that attendance at a special event increases exponentially, but that's what has been happening with our signature Halloween event, **“Trick-or-Treat with East Midtown.”** After we were pleasantly surprised with **1,000 attendees in 2015**, we drew **2,000 people in 2016...**

And that **doubled again to 4,000 in 2017.**

Last year, trick-or-treaters and their parents (who largely came from East Side and Upper East Side neighborhoods) checked 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 the costumed kids and their parents visited more than 90 area businesses which signed up to hand out treats.



The 2017 event drew over **16,500,000 media impressions** and **77,784 unique East Midtown Partnership website and social media views.** We're already on track to top that in 2018.

Will attendance grow again? We think so, based on overwhelming early interest. This year we'll be Trick-or-Treating on Wednesday, October 31, with check-in at the plaza outside 919 Third Avenue (at East 56th Street), courtesy of our friends at SL Green. Join us for this fun, free, family-friendly event!

Lunar New Year Returns to Madison Avenue

In February, 2018, we welcomed the Year of the Dog with our third annual event, “Madison Street to Madison Avenue: A Lunar New Year Celebration.” Once again we partnered with our friends at the Confucius Institute for Business at SUNY, the Madison Avenue Business Improvement District, the Chinatown Partnership, and the Grand Central Partnership to bring the rich culture of Chinatown to Midtown East and the Upper East Side.

While a cold rain dampened our attendance, it didn't dampen

enthusiasm. Hundreds of people “shopped with their dogs” as teams of lion dancers strolled along Madison Avenue, visiting 50 participating retailers and entertaining the crowds, and many more joined us for a series of cultural programming in the Harman store at 527 Madison Avenue (at East 54th Street), and in heated tents on the street.

Best of all, proceeds from the event benefitted the Animal Medical Center on the Upper East Side. It was a great event for a great cause.



Manhattanhenge Promotion

Twice annually, thousands of people flock to East Midtown and Roosevelt Island for “Manhattanhenge,” when the setting sun lines up perfectly with the east-west street grid. This is one of the most “Instagramable” events in New York City. Recognizing that, in July we partnered with FDR Four Freedoms Park at the southern tip of Roosevelt Island (where more than 1,500 experience each Manhattanhenge) for a special Reverse Happy Hour promotion that offered belated drink specials for the evening once the sun had set.



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. For the past two holiday seasons, we’ve added street-pole banners with a similar design theme, which tie 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 Amali, from Harman to Extraordinary, the East Midtown Passport provides savings at a wide range of businesses with a wide range of price points.



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.

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.



“Meet the Concierge” Events Educate Merchants

Visitors to New York City account for a \$40 billion travel market. In 2017-18, we joined with our colleagues at the Grand Central Partnership to host two “Meet the Concierge” events, providing our local businesses insight into how best to interest the city’s hotel concierges in their stores, restaurants, and services, and attract part of that trade. Scores of East Midtown businesses attended these events and praised the valuable information.



BEAUTIFYING OUR COMMUNITY



53rd Street Corridor

When East Midtown was rezoned last year, the governing group overseeing public realm improvements was charged specifically with improving East 53rd Street between Fifth Avenue and Third Avenue.

Although the corridor only touches on our district, we are taking an active role to ensure that any new amenities enhance the East Midtown streetscape and contribute to the vitality of the area.

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

Few things enhance the pedestrian experience like colorful, well-maintained tree beds. That's why we've installed three seasonal plantings in over 100 district tree beds for the past decade, many of which were previously neglected. And we're thrilled that each year more properties join this program.

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.

And in fall, 2018, we'll be taking the first steps to place our own planters on district sidewalks! Watch for more information.



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



Members of the East Midtown Clean Patrol, our sanitation crew, are on the streets from early morning until the early evening, aggressively tackling litter, graffiti, and illegal postering, painting street furniture several times each year, power-washing sidewalks when the weather permits it, sweeping out clogged catch basins when the weather requires it, and clearing crosswalks of snow and ice during winter storms.

Keeping our streets and sidewalks clean has long been the East Midtown Partnership’s primary commitment, and since 2002 our contractor – The Doe Fund, Inc. – has removed over 20 million pounds of trash 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. We’re always looking for ways to improve the area’s appearance and redouble our efforts to enhance the streetscape. For example, in 2013 we were the first New York City Business Improvement District to launch a public recycling program, allowing pedestrians to properly dispose of their newspapers and paper items. 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. 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, more than 900 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.

	FISCAL YEAR 2018 (July 1, 2017 – June 30, 2018)	CUMULATIVE (2002 – 2018)
Total Pounds of Trash Removed	1,120,803	20,702,830
Total Pounds/Recyclable Paper	331,580	1,643,424
Number of Trash Bags Collected	110,103	1,663,875
No. of Recyclable Bags Collected	32,916	165,705
Incidents of Graffiti Removed	406	4,651

PUBLIC SAFETY

A week seldom passes when a resident or worker at a local business doesn't take the time to praise an East Midtown security officer, and almost always they know his or her name. That's a sign of how appreciated they are in the community.

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 seen throughout the district Mondays through Saturdays, offering directions and assistance to pedestrians, watching for safety hazards, monitoring street vendor conditions, providing a reassuring presence, assisting on special events, and responding to merchant concerns.

They also make frequent visits to businesses, updating them on our programming, information from the NYPD, and other items. And each day, our Public Safety team checks in with every homeless individual and panhandler, offering them access to services... and occasionally bringing them off the streets. 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 cleared the area of illegal and noncompliant vendors, 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.

Assisting the Community and Keeping Midtown Safe



	FISCAL YEAR 2018 (7/1/2017 – 6/30/2018)	CUMULATIVE (2002 – 2018)
Directions Given	18,814	339,440
Incidents Reported	37	1,408
Street Conditions Reported	65	1,052
Peddler Conditions	2	649

HOMELESS OUTREACH

Homelessness has been a chronic issue across the nation, but the East Midtown Partnership has been taking notice and acting since we opened our doors.

Since November, 2002, we've contracted with BRC to provide homeless outreach services to those members of our community most in need. The terms of that contract are unique in specifying that BRC 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 and recovery for the vulnerable men and women on our streets.

Over the past 16 years, BRC outreach workers have had close to 55,000 one-on-one interactions with the homeless, getting to know their individual needs and building trust. That effort has paid off through hundreds of placements in recovery programs for men and

women who might otherwise still be living on city streets.

And we never stop. BRC and the East Midtown Partnership continue that one-on-one interaction, working to bring some of the most chronic members of the homeless population into supportive housing and services.

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.

Working to help the most vulnerable New Yorkers

BUDGET

	FISCAL YEAR 2018 (JULY 1, 2017 – JUNE 30, 2018)	FISCAL YEAR 2019 (JULY 1, 2018 - JUNE 30, 2019)
Administration		
Personnel	\$530,000	\$560,000
General Expenses	\$230,000	\$ 235,000
Insurance	\$30,000	\$40,000
Professional Fees	\$30,000	\$35,000
Subtotal	\$820,000	\$870,000
Operations		
Sanitation	\$925,000	\$1,055,000
Security	\$425,000	\$470,000
Homeless Outreach	\$120,000	\$125,000
Subtotal	\$1,470,000	\$1,650,000
Programming		
Business Promotion & Marketing	\$225,000	\$205,000
Beautification	\$260,000	\$275,000
Streetscape Improvements	\$75,000	\$90,000
Subtotal	\$560,000	\$615,000
Expenses	\$2,850,000	\$3,135,000
Revenues	\$3,500,000	\$3,500,000
Revenue Over Expense	\$650,000*	\$365,000*

* 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.

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	Boston Properties	Dylan’s Candy Bar	H. Lowy Cleaners & Tailors
A La Mode Shoppe	Breitling	East Sixties Neighborhood Association	Harman
All Saints Church	Bridge Community Playschool	E. Braun	Hastens 58th Street
Allen Edmonds	Carlyle Convertibles	Edible Arrangements	Hastens Madison Avenue
Allure Day Spa & Hair Design	Carvi Hotel	Eileen Fisher	Health King
Amali	Cassina	Elaine Lane Antiques	The Health Nuts
American Cut	CBRE	Elaine’s Fine Art	High School of Art & Design
Animal Medical Center	Central Synagogue	Ess-A-Bagel	Hill Cleaners
Anka Grill	Charles P. Rogers	Ethan Allen	Hilton Garden Inn
Anton Kern Gallery	Child Mind Institute	Extraordinary	HJMT Public Relations Inc.
Apple Bank for Savings	Chinatown Partnership	Eyes on the World	illesteva
Arris Property Group	Circle Realty Group	Farinella Bakery	Illume Lampshades & Lamp Repair
AT&T Mobileistic	Citibank	FDR Four Freedoms Park Conservancy	In/Where New York
Dr. Anna Avaliani Cosmetic & Laser Surgery	City Cinemas 123	Fifty NYC Hotel	Inform Fitness Studios
Avis Budget Group	Cohen Brothers Realty Corporation	Fig & Olive	Insomnia Cookies
Baked by Melissa	Cohen’s Fashion Optical	Filles et Garcons	Instituto Cervantes
The Bar Room	Community Board 5 Manhattan	The Fitz	InVite Health
Barchi Bespoke Tailor & Shirt Maker	Community Board 6 Manhattan	Fitzpatrick Manhattan Hotel	IWC
Bareburger	Community Board 8 Manhattan	French Institute Alliance Francaise	Jack Resnick & Sons
Beekman Financial Planning LLC	Confucius Institute for Business	Fresh & Co.	Jacques Torres Chocolates
The Benjamin Hotel	Consult Podiatry	Friends of Art & Design	Jay Suites Grand Central
Benson Law Firm LLC	Copinette	The Fund for Park Avenue	Jay Suites Madison Avenue
Best Western Plus Hospitality House	Corporate Suites	Garden Grille Bar & Restaurant	Jean Rousseau
Bianca Jewelers	Crimson & Rye	Garden Suites Hotel	The Jeffrey Craft Beer & Bites
Big Apple Art Gallery & Custom Framing	Cucci Chiropractic	George N Antiques	Jersey Mike’s Subs
Bikram Yoga Grand Central	Currency Exchange International	GFP Real Estate	Jonathan Adler
Bloom’s Tavern	Daum-Haviland	Glaze	Joseph Battisti Salon
Bloomberg	Dentistry for Children & Orthodontics	Gloria Cabrera Salon	Just Bulbs
Bloomingdale’s/Macy’s	Digby Management Co. LLC	Dr. Cynthia Gomez, DDS	Just Salad
Law Office of Harold A. Bollaci, PC	Dos Toros Taqueria	Grace’s Marketplace	Kati Shop
Bon Vivant New York	Dunhill	Grand Central Partnership	Koleksiyon Mobilya
	Duxiana	Greek Eats	Kurant Wine Bar
			La Cava Wine Bar

La Villetta	National Gay & Lesbian Chamber of Commerce - NY	Dr. Deena Pegler, DMD	State Bank of India
Lapicida	NYC Comptroller's Office	Peoples Foreign Exchange Corp.	Sterling Optical
Le Pain Quotidien – Grand Central West	NYC Council	Perrine	Sunflower Salon
Learning Express Toys	NYC Department of Parks & Recreation	Pescatore	SUNY Global Center
Lerebours Antiques	NYC Department of Sanitation	Philip Collecck Ltd.	Sutton Area Community
Levy School Choir of All Saints Church	NYC Department of Small Business Services	Physical Advantage	Sutton Place Chiropractic
Lexington Hardware	NYC Department of Transportation	Piada Italian Food & Wine Bar	T-Mobile
Lillian Nassau	New York Police Department, 17th Precinct	Pick A Bagel	Talbots
Links of London	New York Police Department, 19th Precinct	The Pierre Hotel	TD Bank
Lips	New York Police Department, Midtown North Precinct	Pig 'N' Whistle on 3rd	Tracy Anderson Method
Living Proof Nutrition Strength Pilates	New York Public Library, 58th Street Branch	Popular Community Bank	Treadwell Park
Lladro	New York Public Library, Terence Cardinal Cooke Cathedral Branch	Potbelly	Trinity Baptist Church
MacArthur Management	The New York Resident	Power Pilates	Tufenkian Artisan Carpets
Madison Avenue Business Improvement District	NextStop NY Real Estate	Regus	Turtle Bay Association
Madonna & Co.	Ninth Street Espresso	Rigby & Peller	Turtle Bay Music School
Madison Dental Group	Northwestern Mutual	Rimowa	The Unforgettables Chorus
Manhattan Art & Antiques Center	Oak & Barrel	Roger Dubois	Untamed Sandwiches
Manhattan Borough President's Office	Olshan Frome Wolosky LLP	Rosen & Deutch DDS PC	Upper East Side Dental Innovations
Manhattan Boutique Real Estate	One Lenox	The Ross Art Group	Upper Story by Charlie Palmer
Manhattan Espresso Café	Orogold Cosmetics	Rouge Makeup Salons	Urbanspace @ 570 Lex
Mark De Alwis Salon	Our Town	Rudin Management	Vanderbilt YMCA
Maurice Badler Fine Jewelry	OurHarvest	Saint Peter's Church	Verve Medical Cosmetics
MaxWell Medical	P. S. 59	Saks Off Fifth	Vivienne Westwood
Metamorphosis Day Spa	Padoca Bakery	Salon Amici	Vornado Realty Trust
Midtown Restaurant	Palace Restaurant	Salon Ishi	The Walking Company
Miriam Silverberg Associates	The Paley Center for Media	Samuel and Sons	Waterman Properties LLC
Mon Petit Café	Paname French Restaurant	San Carlos Hotel	Waterworks
Mount Vernon Hotel Museum & Garden	The Paramount Group	Satori Laser	The Wellness Center of New York
Muscle Maker Grill	Park Avenue Dental Medicine PC	Sel et Poivre	Whiskey & Wine Off 69
Nare Sushi	The Partnership for Parks	Shakespeare & Co.	William Macklowe Company
The National Bar & Dining Rooms		Sherwin Williams	YMassage at Living Proof
		Skintology Manhattan Medspa	York Theatre Company
		Smiles Park Avenue Dental	Zales
		Sofia Pizza Shoppe	
		Sprinkles	

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BRC, Homeless Outreach Services

Citisense, Database and Information Management

City 1 Maintenance, Street Furniture Maintenance

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The Doe Fund, Sanitation Services

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

DuMor Inc, Trash & Recycling Receptacles

Edward Post, Park Avenue Mall Sanitation

Electrical Illuminations by Arnold, Holiday Décor

Intersection, Banners

Ron Jautz, Jautz Photography, Photography

Landsite Group, Horticulture & Maintenance

Live XYZ, Information Management

Method Group, Information Technology

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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