



# East Midtown Partnership 2015 ANNUAL REPORT to the Community



East Midtown Partnership  
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[www.EastMidtown.org](http://www.EastMidtown.org)





## Message from the President & Chair of the Board of Directors

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**Debra Fechter**

Chair of the  
Board of Directors



**Rob Byrnes**

President

## Dear Friends:

Over the past year, the East Midtown community has undergone significant change... and the East Midtown Partnership, your local Business Improvement District, is keeping pace with that change.

Just as outdated, obsolete buildings come down and are replaced with state-of-the-art structures, the Partnership has stayed on the cutting edge of programming and taken an increasingly prominent role in the city. Yes, we continue to keep the streets clean and safe, and we continue to plant and maintain over 100 tree beds, and our Homeless Outreach program – now in its 13th year – continues to bring New York City's most vulnerable residents off the streets.

But we are also expanding programs, services, and advocacy for a dynamic, ever-changing community. For example:

- In recent years we've added a great deal of new programming to promote local businesses. You know and love the events we've introduced in recent years, including "Sounds of the Season," our holiday concert series, and "The Great East Midtown Challenge," a race through the district offering participants a fresh look at local businesses and venues.

With our new public relations team from Sunshine Sachs providing support, we are increasing the number of events we host and, just as importantly, getting a great deal of media exposure for area businesses. See our "Marketing & Business Development" section of this report for details.

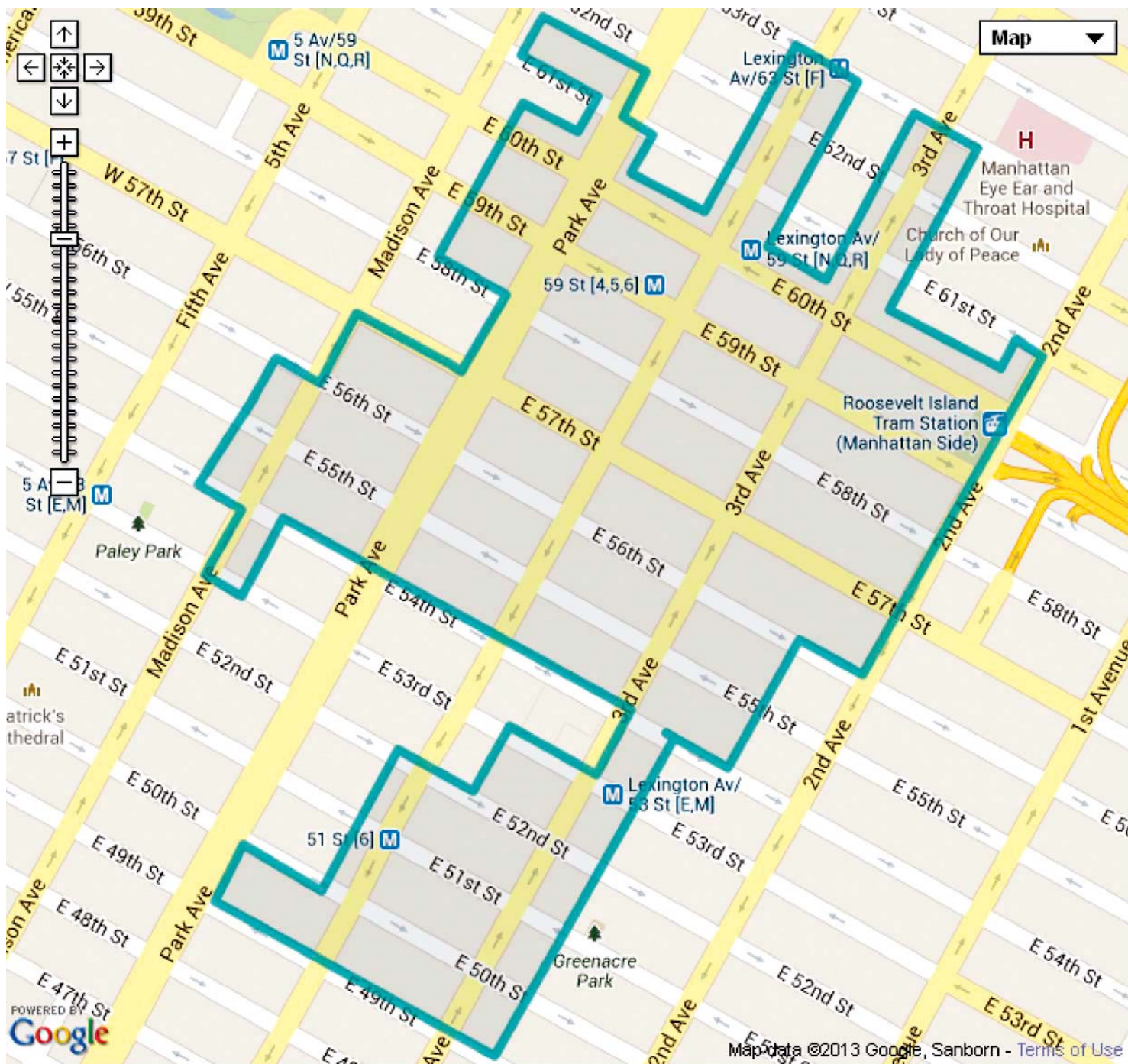
- The East Midtown Partnership has taken a leadership role on public issues of importance to this community. Over the past year, Partnership staff participated on a Steering Committee in connection with an East Midtown Rezoning plan under the leadership of City Council Member Dan Garodnick and Manhattan Borough President Gale Brewer; and we've also worked extensively to craft better street vending and street fair policies with City officials.
- Finally – and importantly – we've continued to work with community groups and the local residential communities on the East Side and Upper East Side. They are not only essential to the vitality of our community, they are also the consumer base for local businesses.

This 2015 Annual Report to the Community details some of our initiatives over the past year. We will continue to meet each unique challenge with innovative approaches in this dynamic slice of the City.

Debra Fechter  
Chair of the Board of Directors

Rob Byrnes  
President





*Join us*  
for the  
**East Midtown  
Partnership's  
14TH ANNUAL  
MEETING**

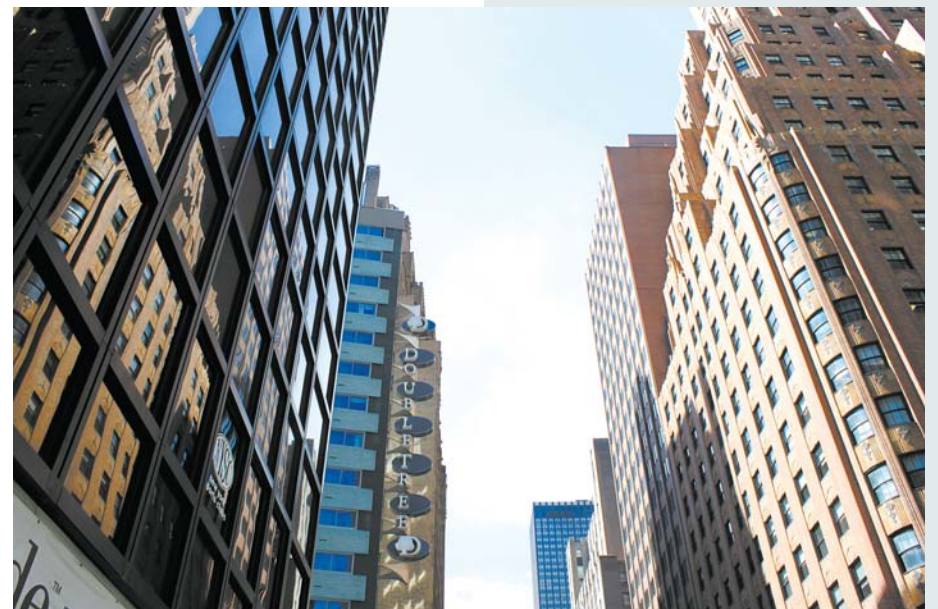
Thursday,  
December 10, 2015  
8:00 AM

The Friars Club  
57 East 55th Street

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

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





## BUSINESS DEVELOPMENT AND MARKETING

Over the past year the East Midtown Partnership has continued our signature programming, while planning new and notable events.



## SOUNDS OF THE SEASON

Last December, we rang in the holidays with two weeks of festive holiday music programming. “East Midtown: Sounds of the Season” brought very special performers to the district, where they entertained lunchtime crowds in the second year of a new annual East Midtown tradition.

### We hosted performances by:

#### **The Unforgettables Chorus**

**PS 59 Chorus from Beekman Hill International School PS 59**

**Lighthouse Vocal Ensemble from the Filomen M. D’Agostino Greenberg Music School**

**Turtle Bay Music School Staff & Faculty Carolers**

**Jia-Yi He**

**Hewitt School Bell Choir**

“Sounds of the Season” also featured deejays from Plum Radio at the

Harman store, Gotham Early Music Scene concerts at St. Bart’s Church, and the Sing-Along Messiah at Turtle Bay Music School. Special thanks to SL Green, Vornado Realty Trust, and Whole Foods for donating performance space and refreshments.

As a great bonus, “Good Day New York” invited the PS 59 Chorus to join their on-air Holiday Party, giving the children an opportunity to sing for hundreds of thousands of viewers (while they wore “Sounds of the Season”-branded tee-shirts, of course)!

## THE GREAT EAST MIDTOWN CHALLENGE

Also in its second year, The Great East Midtown Challenge



saw 16 teams compete in an evening of fun, trivia, and interactive activities spanning the district. Challenge participants learned more about their community, met their neighbors, and had a great time. Best of all, the team registration fee helped support The Doe Fund, which has not only been our partner in keeping the streets and sidewalks clean since 2002, but – more importantly – has broken the cycles of addiction and incarceration for thousands of men.

This year, The Wellness Center of New York team took first place, with the San Carlos Hotel coming in second and Meadows Office Interiors in third place. The teams from Sunshine Sachs and the Loews Regency Hotel were also recognized for “Best Team Photograph.”



### Holiday Décor

Last winter, we dramatically redesigned our holiday décor, brightening the streets during the dark, cold winter months. The new red, yellow, blue and green lighted spheres, designed by a special subcommittee of our Marketing Committee, helped create a festive atmosphere in East Midtown.

### Passport Card Crawls

Our Passport card has proven popular, but we’re always looking to spread the word throughout the local community and beyond. That’s why this year we hosted two “Passport Card Crawls,” escorting almost 20 influential print and electronic editors and writers to several venues for an evening of special cocktails and fine dining. Those crawls paid off in positive publicity, so we’re going to host more events in 2016.





**Mobile App:** In 2014, we launched our free mobile app for Apple and Android devices, giving users instant access to our business directory, map, district news, and more. The East Midtown App even allows you to present a digital Passport card when you patronize participating businesses!



### **Trick or Treat with the East Midtown Partnership.**

This first time event is our first specifically targeted to hundreds of local children and young families, and will take place on Friday, October 30, 2015. That afternoon and evening, scores of East Midtown businesses will be greeting trick or treaters, and many will decorate for the event and have their staffs in costume. In addition, we'll provide a photo booth and face-painting at Tramway Plaza, and Whole Foods will host a fun film screening.

### **Lunar New Year Celebration.**

Tentatively scheduled for Saturday, February 6, 2016, the East Midtown Partnership plans to kick off the Year of the Monkey through joint programming with the Confucius Institute for Business, the Madison Avenue Business Improvement District, and the Chinatown Partnership. Watch for details!

**The Passport Card:** Launched in April, 2013, the East Midtown Passport card offers special benefits to over 120 area businesses. More than 18,000 people – most of them from the immediate area, but some from across the globe – now carry a 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. In the past year our tweets have had more than 150,000 impressions and our Facebook posts reached an average of 5,000 people per month.

The Partnership also shares district images on Flickr and Instagram, and brings the professional community together on LinkedIn. With over 5,000 social media contacts, we're one of the city's most connected Business Improvement Districts.

### **Weekly e-Bulletins (and**

**more):** Each week finds more people subscribed to our popular e-Bulletins. Over the past 12 months, we're 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.

### **Professional & Informational Sessions:**

Over the past year we've hosted a wide variety of free public informational sessions, with topics ranging from financial and legal advice to updates on how businesses can prepare for the Paid Sick Days Law, featuring Department of Consumer Affairs Commissioner Julie Menin.

Two especially popular sessions were held in summer, 2015. First, China expert Michael Zakkour spoke to almost 100 local businesspeople on how to maximize their appeal to the Chinese consumer in a talk co-sponsored by the Confucius Institute for Business at the SUNY Global Center and the Madison Avenue Business Improvement District. One month later, more than 100 people attended a "Meet the Concierge" breakfast at Upper Story by Charlie Palmer, where our media partners from In and Where New York magazines hosted a panel of hotel concierges who spoke about how businesses could attract the interest of their colleagues... and therefore, attract commerce from guests at those hotels.

**And More!** Our Marketing 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.



# BEAUTIFYING OUR COMMUNITY

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

**Trees:** There are hundreds of trees lining East Midtown streets, and seldom does a week pass when we aren't requesting a new tree for a bare tree bed, or helping a property owner with tree-trimming and maintenance services. This year, we also served as a distribution center for residents participating in the Parks Department's Tree Census.



**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. The East Midtown Partnership's Beautification Committee continues to explore the feasibility of installing our own sidewalk planters in the future.



**Tree Bed Plantings:** For the seventh 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. To keep our budget in line (and save you money), we issued a Request for Proposals in late 2014 and consolidated our Beautification program under a single contractor.



**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. Recently, we have started working with the Fund, the Grand Central Partnership, and others in an effort to identify governmental and funding resources to repair the crumbling retaining walls and sidewalks along the malls between East 46th Street and East 96th Street.

**Tramway Plaza:** The East Midtown Partnership has also helped organize a group of volunteers to adopt planting and maintenance duties at Tramway Plaza. This 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. Beginning last year, we began taking a heightened role with Tramway Plaza horticulture, with a goal of making 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 17 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 one. The success of this program can be measured by the volume of paper we’re now recycling: more than 321 pounds over the past 12 months!



	FISCAL YEAR 2014 (July 1, 2014 – June 30, 2015)	CUMULATIVE (2002 – 2015)
Total Pounds of Trash Removed	1,084,692	17,367,234
Total Pounds/Recyclable Paper	321,007	662,334
Number of Trash Bags Collected	107,355	1,334,263
No. of Recyclable Bags Collected	31,705	68,620
Incidents of Graffiti Removed	294	3,555



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 750 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 members of our patrol force – four 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 70 individuals.

	FISCAL YEAR 2014 (7/1/2014 – 6/30/2015)	CUMULATIVE (2002 – 2015)
Directions Given	19,163	289,312
Incidents Reported	73	1,264
Street Conditions Reported	12	892
Peddler Conditions	7	643

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 13 years, BRC Homeless Outreach workers have made more than 53,000 one-on-one contacts, and placed more than 700 people in recovery programs... people who might otherwise still be living on city streets.

	FISCAL YEAR 2014 (7/1/2013 – 6/30/2014)	CUMULATIVE (2002 – 2014)
Number of Interactions	1,491	53,853
Number of Placements in Programs	7	715

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.





## OUTREACH & ADMINISTRATIVE SERVICES

East Midtown Manhattan is home to approximately 850 storefronts, more than 2,000 upper-floor tenants, and a growing number of residents, so the East Midtown Partnership is constantly reaching out to the community to make sure we're meeting the needs of the people we serve. From door-to-door visits to participation in events with our community partners, we're a constant presence throughout the East Side and Upper East Side. As this process unfolds, we're invigorated by fresh ideas and perspectives from the men and women who have chosen this neighborhood as the place they want to work and live.

This Report has detailed many of the programs we've implemented (or have in development) to improve commerce and the quality of life in East Midtown. The Partnership is also regularly called on to assume a leadership role and represent the community when projects and proposals impact the community, including rezoning, mass transit, and public works.



One way we gauge our effectiveness – and ensure that our priorities mirror yours – is by conducting an Annual Community Survey. Our most recent survey, concluded in October, 2014, showed that 97% of the respondents gave us an “excellent” or “good” rating, an increase from 92% in 2013. But we won’t be satisfied until everyone is satisfied.

Want to report a pothole? Do you need business assistance? Is there a peddler or sanitation problem we can assist with? Do you have ideas on how we can improve the business climate or quality of life of our community? Call or e-mail us and put us to work!

With a billing rate of roughly 8 cents per square foot of commercial space per year, the East Midtown Partnership continues to be one of the best deals in town. We keep our costs low by holding a tight rein on spending, constantly renegotiating contracts and getting the biggest bang for our buck without skimping on the quality of service our community has come to expect.



# FINANCES

OPERATING BUDGET FOR FISCAL YEAR 2015 (July 1, 2014 – June 30, 2015)			OPERATING BUDGET FOR FISCAL YEAR 2016 (July 1,2015 - June 30,2016)	
ADMINISTRATION				
Personnel	\$435,000		\$445,000	
Rent, supplies, etc.	\$155,000		\$150,000	
Insurance	\$28,000		\$30,000	
Professional Fees	\$18,000	\$636,000	\$20,000	\$645,000
OPERATIONS				
Sanitation	\$670,000		\$685,000	
Security	\$380,000		\$380,000	
Homeless Outreach	\$110,000		\$115,000	
Traffic Management	\$0	\$1,160,000	\$10,000	\$1,190,000
MARKETING				
Business Promotion & Marketing	\$190,000		\$155,000	
Beautification	\$160,000		\$175,000	
Streetscape Improvements	\$105,000	\$455,000	\$90,000	\$420,000
BUDGETED EXPENSES		\$2,251,000		\$2,255,000
Revenue		\$2,200,000		\$2,200,000
Revenue Over (Under) Expenses		\$(51,000)		\$(55,000)

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](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	Cohen Brothers Realty Corporation	Golfsmith	Matrix Sound & Vision	Rigby & Peller
59E59 Theaters	Cohen's Fashion Optical	Dr. Cynthia Gomez, DDS	Maurice Badler Fine Jewelry	Rosen & Deutch DDS PC
A. Jain Marunouchi Gallery	Community Board 5 Manhattan	Grata Restaurant	Meadows Office Interiors	The Ross Art Group
Aerosoles	Community Board 6 Manhattan	H. Lowy Cleaners & Tailors	Metamorphosis Day Spa	S. J. Shrubsole
Allure Day Spa & Hair Design	Community Board 8 Manhattan	The Haas Group	Midtown Restaurant	SL Green
Amali	Confucius Institute for Business	Harman	Miriam Silverberg Associates	St. Bart's Church
American Apparel	Consilium Luxury Collection	Health King	Mon Petit Café	St. Peter's Church
Anka Grill	Corporate Suites	Hewitt School Bell Choir	Moonstruck Diner	Samuel and Sons
AT&T Mobileistic	County Bank	High School of Art & Design	Mount Vernon Hotel Museum & Garden	San Carlos Hotel
Baked by Melissa	Daum-Haviland	Hill Cleaners	Murray Hill Magic	San Martin Restaurant
Bank of America	Digby Management Co. LLC	Hilton Garden Inn	Muscle Maker Grill	Silverleaf
The Bar Room	The Doe Fund	HJMT Public Relations Inc.	The National Bar & Dining Room	Sirio
Barchi Bespoke Tailor & Shirt Maker	Duxiana	Illume Lampshades & Lamp Repair	New York Police Department, 17th Precinct	Skin Boutique NYC
Beekman Financial Planning LLC	E. Braun	In/Where New York	New York Public Library, 58th Street Branch	Skintology Skin & Laser Center
The Benjamin Hotel	East Sixties Neighborhood Association	Inform Fitness Studios	The New York Resident	Smiles Park Avenue Dental
Benson Law Firm LLC	Edible Arrangements	Insomnia Cookies	Newmark Grubb Knight Frank	Sprinkles
The Bernic Hotel	Eileen Fisher	Instituto Cervantes	Oak & Barrel	State Bank of India
Best Western Hospitality House	Elaine Lane Antiques	Jack Resnick & Sons	Off the Wall Frozen Yogurt	Sterling Optical
Bianca Jewelers	Elaine's Fine Art	Jacques Torres Chocolates	Olshan Frome Wolosky LLP	Straus News
Big Apple Art Gallery & Custom Framing	Elijah Peters Optique	Jeanmarie Gallery	Orogold Cosmetics	Suarte
Bikram Yoga Grand Central	Elite Orthodontics/Dr. Erika Faust	The Jeffrey Craft Beer & Bites	Our Town	Sunflower Salon
Dr. Joseph Y. Bistricher	Extraordinary	Joseph Battisti Salon	OurHarvest	Sunshine Sachs
Bloom's Tavern	Eyes on the World	Just Bulbs	P. S. 59	SUNY Global Center
Bloomberg	Fifty NYC Hotel	Just Salad	Palace Restaurant	Sutton Area Community
BoConcept	Fig & Olive	Kiran Indian Cuisine East	Paname French Restaurant	T-Mobile
Law Office of Harold A. Bollaci, PC	Fire Department of New York, Engine 8 and Ladder 2	Kurant Wine Bar	The Paramount Group	Talbots
Boston Properties	The Fitz	La Cava Wine Bar	Park Avenue Dental Medicine PC	Tufenkian Artisan Carpets
BRC	Fitzpatrick Manhattan Hotel	La Villetta	The Partnership for Parks	Turtle Bay Association
Brio	French Institute Alliance Francaise	Lapicida	Dr. Deena Pegler, DMD	Turtle Bay Music School
Canopy Designs	Fresh & Co.	Le Cirque	Peter Louis Salon	TwentySomething NYC
Capital One 360 Café	The Friars Club	Le Cirque Café	Physical Advantage	The Unforgettables Chorus
Carlyle Convertibles	Friends of Art & Design	Le Pain Quotidien – Grand Central West	Piada Italian Food & Wine Bar	Vanderbilt YMCA
Carvi Hotel	The Fund for Park Avenue	Le Perigord	Piquadro	Verve Medical Cosmetics
CBRE	Galerie Pierre Dumonteil	Lexington Hardware	Popular Community Bank	Vornado Realty Trust
Central Synagogue	Garden Grille Bar & Restaurant	Lighthouse Guild	Porsche Design	W Hotels The Store
C'est Bon Café	George N Antiques	Lighthouse Vocal Ensemble	Potbelly	The Walking Company
Child Mind Institute	Glaze Teriyaki Grill	Lips	Regus	Waterman Properties LLC
ChouBox		Living Proof Nutrition	Richard Afkari Rugs on Stone	The Wellness Center of New York
		Strength Pilates		Wired Custom Lighting
		Loews Regency Hotel		YMassage at Living Proof
		Madison Dental Group		Yuva Frontier Grill
		Manhattan Espresso Café		Zales



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# ACKNOWLEDGEMENTS

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

- Anderson Kill, Legal Services
- Bowery Residents' Committee, Homeless Outreach Services
- City 1 Maintenance, Street Furniture Maintenance
- CitySolve, Street Furniture Steam Cleaning
- 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
- The Landsite Group, Horticulture & Maintenance
- Ron Jautz, Jautz Photography, Photography
- Skody Scot & Company, Accounting & Auditing
- Slice Managed Solutions, Information Technology
- Sundberg & Associates, Graphic Design & Website
- Sunshine Sachs, Public Relations
- Susanne Gil, Bookkeeping
- U. S. Security Associates, Security Patrol Services

