



The local paper for the Upper East Side



East Midtown Partnership **2019 ANNUAL REPORT** **to the Community**

East Midtown Partnership

875 Third Ave., Mezzanine

New York, NY 10022

212-813-0030

www.EastMidtown.org





MESSAGE FROM THE PRESIDENT & CHAIR OF THE BOARD OF DIRECTORS



Debra Fechter
Chair of the Board of Directors

Dear Friends:

The East Midtown Partnership is almost 18 years old. We know how to do what we do quite well, but we keep looking for ways to improve on the basics and bring new energy to the community through special events.

Inside this report, you'll find more details, but here are a few highlights from 2018-2019:

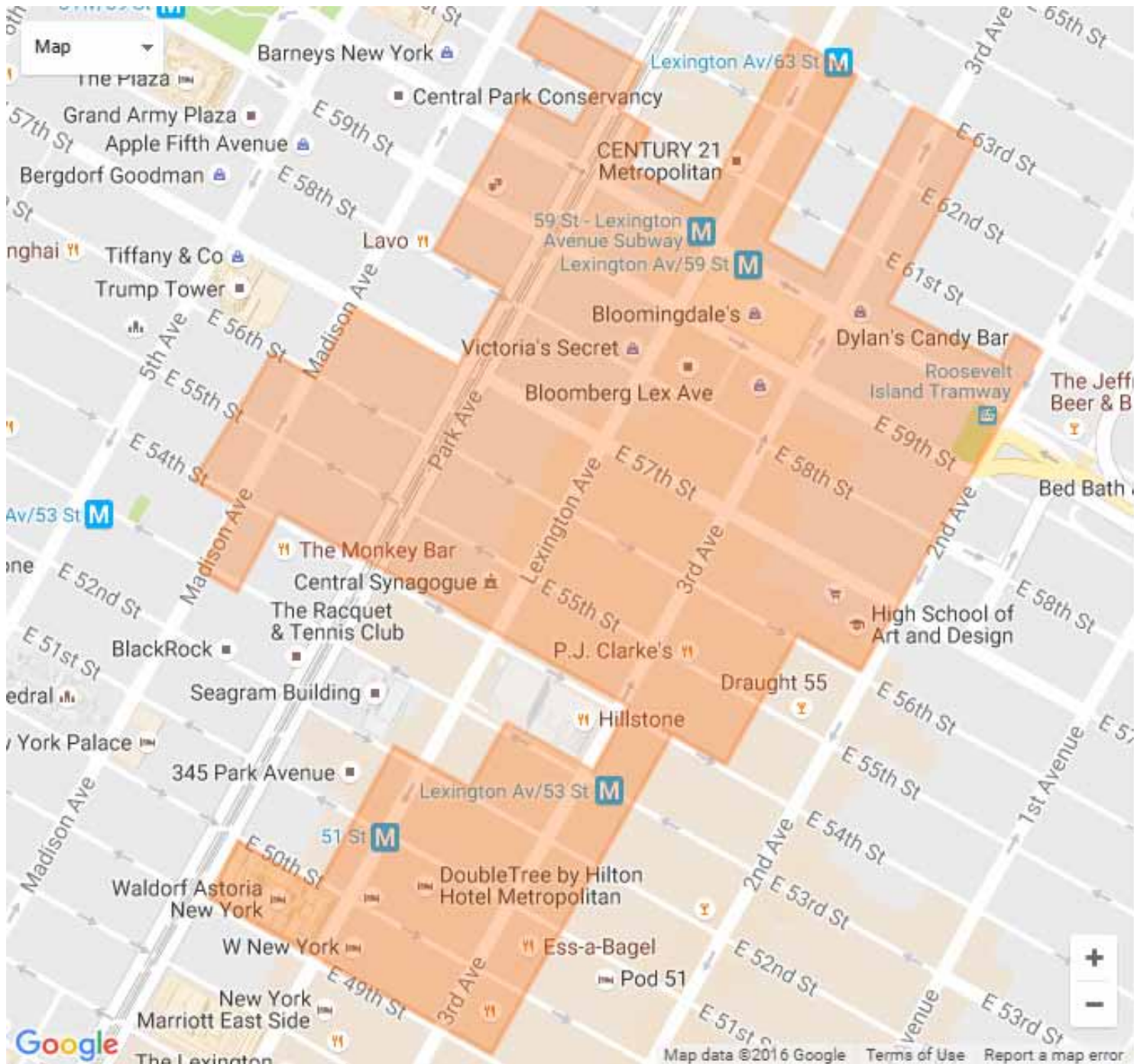
- **WorldPride:** We brought thousands of visitors to East Midtown for WorldPride 2019 last June to view panel displays from the AIDS Memorial Quilt, patronize businesses donating to The Trevor Project, and celebrate at a Block Party we co-sponsored with SUNY Pride. We were the only Business Improvement District in NYC to stage such a diverse community-wide effort designed to attract visitors as we celebrated and commemorated Pride.
- **"Trick-or-Treat with East Midtown":** In October 2018, we once again set an attendance record for our Halloween event, with 6,000 attendees and almost 100 participating businesses. Since 2015, more than 13,000 people have trick-or-treated in East Midtown.
- **Tree Bed Plantings:** Thanks to aggressive outreach this past summer, we're now planting almost 150 district tree beds three times each year, bringing even more color to the streetscape.
- **Cleanliness:** Our Clean Patrol continues to excel. In 2019, they took the initiative to methodically work their way through the district, paying close attention to the details many of us miss as we rush around the city... even going so far as to touch up peeling paint on the backs of pedestrian signals.

With a number of buildings about to open or reopen – including 425 Park Avenue, 550 Madison Avenue, and Welltower's new Sunrise at East 56th senior living facility (not to mention the reopening of the Waldorf Astoria in the near future), the Board of Directors and staff of the East Midtown Partnership pledge that 2019-2020 will be every bit as innovative and energetic, with an attention to detail and a commitment to providing quality service to the district.

The community expects – and deserves – nothing less.



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 18th Annual Meeting

**Thursday, December 12, 2019
8:00 AM**

**For location and guest
speakers visit us at
EastMidtown.org**

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

Can't Make the Meeting? In the interest of transparency, we'll be live-streaming for the third consecutive year on Facebook. Tune in!

BUSINESS DEVELOPMENT AND MARKETING

East Midtown Celebrates WorldPride

WorldPride came to New York City in June, 2019, and the City rolled out the red carpet to welcome four million people to celebrate LGBTQ+ Pride throughout the month. The East Midtown Partnership did our part to attract New Yorkers and visitors alike through a monthlong series of programming, including:



- **AIDS Memorial Quilt Panel Displays:**

Eighteen panels from the AIDS Memorial Quilt were on display at 9 venues, including 110 East 59th Street, 527 Madison Avenue, 59E59 Theaters, 875 Third Avenue, the A&D Building, Central Synagogue, the High School of Art & Design, IKEA Planning Studio, and New York Marriot East Side. These displays not only generated a great deal of foot traffic; they also sparked important discussions, reminding visitors that WorldPride wasn't just a celebration, but also a commemoration.



- **Giving Back with The Trevor Project:**

The East Midtown Partnership tries to add a charitable component to our events, and WorldPride was no different. That's why 18 area businesses designated a special "Pride" product, donating 25% of June's proceeds on that item to The Trevor Project, the world's largest suicide prevention and crisis intervention organization for LGBTQ+ young people. Through their generosity, thousands of dollars were raised for this important organization.



- **Block Party with SUNY Pride:** We also partied! On Friday, June 21, we joined with SUNY Pride to hold a Block Party on East 55th Street, featuring music by DJ Zeke Thomas, lively appearances by the Fashion Institute of Technology's Drag Pageant winners, an art exhibit, resource booths, and more. SUNY students from throughout the state also participated in a "SUNY's Got Your Back" backpack assembly event, to assist victims of sexual violence.

Throughout the month, East Midtown hosted thousands of people as part of our WorldPride programming. We hope we gave them a lot of reasons to reflect, as well as to enjoy and be a part of our community.



“Trick-or-Treat with East Midtown” Grows Again

On Halloween, 2018, we hosted the fourth annual “Trick-or-Treat with East Midtown,” and once again broke attendance records for our internationally-recognized signature event, with 6,000 trick-or-treaters (and the adults who love them) visiting almost 100 participating businesses.

The trick-or-treaters (who largely come from East Side and Upper East Side neighborhoods) checked in at a new location – the plaza outside SL Green’s 919 Third Avenue - to pick up our branded Halloween bags and visit a themed photo booth and face-painters before hitting the streets to collect their treats.

The 2018 event drew over **18,100,000** media impressions (up 25% over the previous year) and **192,480** unique East Midtown Partnership website and social media views (up 527%!) We’re already on track to top that in 2019.

We expect attendance will grow

again, based on overwhelming early interest. This year we’ll be Trick-or-Treating on Thursday, October 31, from 3:00 PM to 7:00 PM. Join us one again on the plaza outside 919 Third Avenue for this fun, free, family-friendly event!



Lunar New Year Wishing Tree on Madison Avenue

After several years of Lunar New Year celebrations that brought the unique culture of Chinatown to our community, we tried a new approach to celebrate the Lunar New Year in true Madison Avenue style.

Once again partnering with our neighboring Business Improvement Districts – the Madison Avenue BID and Grand Central Partnership (and with the guidance and support of the Chinatown Partnership) – we decorated Wishing Trees outside 346, 525, and 706 Madison Avenue. Three dozen participating retailers along Madison Avenue gave away traditional wishing ribbons to shoppers, who then tied or tossed them onto a tree.

Since ancient times, hanging wishes on wishing trees for the New Year has been synonymous with luck and good fortune, and the practice is believed to encourage dreams to come true. We hope your dreams come true during this Year of the Pig!



OTHER PROGRAMMING

Our Marketing Committee works throughout the year to enhance existing programming and develop new events to bring visitors to the district and highlight local businesses. In addition to special events, our services include:

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 three 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 close to 100 area businesses. More than 23,000 consumers now carry our Passport card in their purse or wallet, receiving savings at a wide range of businesses with a wide range of price points. We're now exploring ways to make the Passport experience even better for consumers and businesses alike.



EastMidtown.org

Our website is updated on a regular basis to keep store listings up to date, provide information on retail and restaurant promotions, and list events throughout the community. Make EastMidtown.org your regular stop as you browse the Internet.

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 and videos on Flickr, YouTube, and Instagram, and brings the professional community together on LinkedIn. With almost 7,000 social media contacts, we're one of the city's most connected Business Improvement Districts.



Weekly e-Bulletins (and more)

Each week more people subscribe to our popular e-Bulletins. Over the past 15 months, we've sent out more than 70 bulletins, to promote local businesses, highlight beneficial community and governmental programming, report major public events and street closures, and, of course, 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.

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.

BEAUTIFYING OUR COMMUNITY

Although we only have one small park in the district (and even that site – Tramway Plaza on Second Avenue – has been inaccessible for most of the past two years due to construction), the East Midtown Partnership has aggressively sought ways to bring greenery and colorful plantings to the streets and sidewalks of our community.

Tree Beds Brighten the Streetscape

Few things enhance the pedestrian experience like colorful, well-maintained tree beds, which make the area a much more welcoming place to work, live, shop, and visit. That's why we've installed three seasonable plantings in tree beds across the district for the past decade.

This past year we dramatically increased the number of beds we plant – from roughly 100 to almost 150 – after carefully surveying every block in the district. Our goal is to make muddy, weedy, or overgrown tree beds a thing of the past in East Midtown. If you're a property owner, businessperson, or resident and would like to join our planting program, call us.



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.



Planters

For the past several years, we have also been responsible for planting and maintaining 7 large New York City Department of Transportation planters at the corner of Third Avenue and East 60th Street. The planters were installed as a pedestrian safety measure, but our greenery has made them an attractive addition to the streetscape.

We are now working with DOT to launch a pilot program for additional planters, which will help beautify district streets.



THE CLEAN PATROL

Keeping Midtown Clean & Green



Seven days each week, the East Midtown Clean Patrol aggressively tackles litter, graffiti, and illegal posters. And, of course, when the weather turns, the crews clear snow and ice from crosswalks, the Park Avenue malls, bus shelters, fire hydrants, and other important elements of our streets and sidewalks.

In the spring, they also freshen up the district by repainting street poles and other pieces of street furniture. Even in a fast-paced area like East Midtown, that’s usually enough to keep on top of things, but in summer, 2019, the Clean Patrol went above and beyond their usual attention to detail by giving the district another deep cleaning. They removed tape from sign poles, touched up graffiti, removed posters and stickers... they even repainted the back of pedestrian signals where previous coats were flaking!

Street and sidewalk cleanliness has been our top goal since Day One, and since 2002 our

contractor – The Doe Fund, Inc. – has removed almost **24 million pounds** of trash and recyclable paper 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.

Our commitment to cleanliness and the environment isn’t limited to a bucket and a broom, though. In 2013 we were the first New York City Business Improvement District to launch a public recycling program, allowing pedestrians to dispose of their newspapers and paper items in an environmentally-

friendly way that removes these items from the waste stream. 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.

	FISCAL YEAR 2018 (July 1, 2018 – June 30, 2019)	CUMULATIVE (2002 – 2019)
Total Pounds of Trash Removed	1,247,003	21,949,833
Total Pounds/Recyclable Paper	336,322	1,979,746
Total Pounds Trash & Recycled Paper Removed	1,583,325	23,929,579
Number of Trash Bags Collected	110,543	1,774,418
Number of Recyclable Bags Collected	30,093	195,798
Total Number of Bags Collected	140,636	1,970,216
Incidents of Graffiti Removed	744	5,395

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. Our commitment to street and sidewalk cleanliness will remain strong, and we ask the community to join us in this effort. If you see an unsanitary condition – whether it’s a one-time incident or a chronic problem – contact us immediately at 212-813-0030 and we’ll address it.

PUBLIC SAFETY

Six days per week, our dedicated and experienced team of East Midtown Partnership security officers patrol the streets of our community. They are our eyes and ears on the street, giving directions and offering assistance to the public, reporting on unsafe traffic conditions, responding to merchant complaints and illegal vending situations, and providing a reassuring presence. They also make frequent visits to businesses, updating them on our programming, information from the NYPD, and other matters of interest.

We get frequent compliments on the security team, but that’s no surprise. This small group of men and women have in most cases been with us for more than a decade, and a few have been employed in East Midtown since we began security services in June, 2002.

They also go above and beyond the general “security patrol” routine to ensure our entire community is provided service. Each day, team members check in with every homeless individual and panhandler, offering them access to services... and occasionally bringing them off the streets.

Assisting the Community and Keeping Midtown Safe



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.

	FISCAL YEAR 2018 (7/1/2018 – 6/30/2019)	CUMULATIVE (2002 – 2019)
Directions Given	12,873	352,313
Incidents Reported	14	1,422
Street Conditions Reported	32	1,084
Peddler Conditions	3	652

HOMELESS OUTREACH

Street homelessness is an issue across the nation, and not easily solvable, but the East Midtown Partnership has been taking notice and acting since we opened our doors.

Since November, 2002, we’ve contracted with Bowery Residents’ Committee to provide homeless outreach services to the members of our community most in need. The terms of our contract with BRC are unique in specifying that they 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, shelter, and

recovery for the vulnerable men and women on our streets.

Over the past 17 years, BRC outreach workers have had close to **57,000** one-on-one interactions with the homeless, getting to know their individual needs and building trust. That effort has paid off through close to 1,000 placements in recovery programs for men and women who might otherwise still be living on city streets.

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

Working to help the most vulnerable New Yorkers

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 2019 (JULY 1, 2018 – JUNE 30, 2019)		FISCAL YEAR 2020 (JULY 1, 2019 - JUNE 30, 2020)
Administration		
Personnel	\$560,000	\$580,000
General Expenses	\$235,000	\$250,000
Insurance	\$40,000	\$45,000
Professional Fees	\$35,000	\$35,000
Subtotal	\$870,000	\$910,000
Operations		
Sanitation	\$1,055,000	\$1,200,000
Security	\$470,000	\$490,000
Homeless Outreach	\$125,000	\$130,000
Subtotal	\$1,650,000	\$1,820,000
Programming		
Business Promotion & Marketing	\$270,000	\$260,000
Beautification	\$230,000	\$285,000
Streetscape Improvements	\$90,000	\$100,000
Subtotal	\$590,000	\$645,000
Expenses	\$3,110,000	\$3,375,000
Revenues	\$3,500,000	\$3,500,000
Revenue Over Expense	\$390,000*	\$125,000*

* 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, 2019

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Robert Steinman, *Treasurer*
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MacArthur Management

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ADMINISTRATIVE STAFF

Rob Byrnes, *President*

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

Robert Iovino, *Director of Operations*

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	Child Mind Institute	Fifty NYC Hotel	Innisfree
A La Mode Shoppe	Chinatown Partnership	Fig & Olive	Insomnia Cookies
The A&D Building	Circle Realty Group	Filles et Garçons	Instituto Cervantes
All Saints Church	Citibank	The Fitz	Ivy Lane
Allen Edmonds	City & State NY	Fitzpatrick Manhattan Hotel	Jack Resnick & Sons
Allure Day Spa & Hair Design	City Cinemas 123	Forward	Jacques Torres Chocolates
Amali	Clarks	French Institute Alliance Francaise	Jay Suites Grand Central
Amata	Club A Steakhouse	Friends of Art & Design	Jay Suites Madison Avenue
American Cut	Cohen Brothers Realty Corporation	The Fund for Park Avenue	The Jeffrey Craft Beer & Bites
Anka Grill	Cohen's Fashion Optical	Garden Grille Bar & Restaurant	Jonathan Adler
Anton Kern Gallery	Commercial Observer	Garden Suites Hotel	Joseph Battisti Salon
Arris Property Group	Community Board 5 Manhattan	Gay City News	Just Bulbs
AT&T	Community Board 6 Manhattan	George N Antiques	Just Salad
Atomic Total Fitness	Community Board 8 Manhattan	GFP Real Estate	Kati Shop
Baked by Melissa	Consult Podiatry	GLAAD	Kickstand Bicycles
The Bar Room	Copinette	Glaze	Klein Kitchen & Bath
Barchi Bespoke Tailor & Shirt Maker	Corporate Suites	Global Holdings Management LLC	Kur Skin Lab
The Benjamin Hotel	Cucci Chiropractic	Dr. Cynthia Gomez, DDS	Kurant Wine Bar
Benson Law Firm LLC	Currency Exchange International	Grace's Marketplace	La Cava Wine Bar
Best Western Plus Hospitality House	Daum-Haviland	Grand Central Partnership	La Villetta
Bianca Jewelers	Dentistry for Children & Orthodontics	The Greats of Craft	Learning Express Toys
Big Apple Art Gallery & Custom Framing	Digby Management Co. LLC	Greek Eats	Lerebours Antiques
The Basket	Dos Toros Taqueria	H. Lowy Cleaners & Tailors	Lexington Hardware
Bloom's Tavern	Duxiana	Hammacher Schlemmer	Lillian Nassau
Bloomingdale's/Macy's	Dylan's Candy Bar	Harman	Lips
Blue Velvet NYC	East Sixties Neighborhood Association	Hastens 58th Street	Loews Regency Hotel
Law Office of Harold A. Bollaci, PC	E. Braun	Hastens Madison Avenue	Lush Cosmetics
Bon Vivant New York	Edible Arrangements	Health King	MacArthur Management
Boston Properties	Eileen Fisher	The Health Nuts	Madison Avenue Business Improvement District
Bridge Community Playschool	Elaine Lane Antiques	High School of Art & Design	Madison Dental Group
Calligaris	Elaine's Fine Art	Hill Cleaners	Madonna & Co.
Carlyle	Engel & Völkers	Hilton Garden Inn	Manhattan Borough President's Office
Carvi Hotel	Equinox Fitness Shop	Hines	Manhattan Espresso Café
CATS Dance Company & School	Ess-A-Bagel	HJMT Public Relations Inc.	Mark De Alwis Salon
Central Synagogue	Ethan Allen	The Horny Ram	Marriott New York East Side
Champions Martial Art	Eyes on the World	Ikea Planning Studio	Matii Hair Salon
Charles P. Rogers	Farinella Bakery	illsteva	Maurice Badler Fine Jewelry
Chelsfield America	FDR Four Freedoms Park Conservancy	Illume Lampshades & Lamp Repair	MaxWell Medical
		In/Where New York	Metamorphosis Day Spa
		Inform Fitness Studios	

Metrosource	Street Branch	The Regency Bar & Grill	Sutton Place Physical Therapy
Miriam Silverberg Associates	New York Public Library, Terence	Regus	Sweetcatch Poke
Mitsui Fudosan America	Cardinal Cooke Cathedral Branch	Rigby & Peller	Symbelle Beauty Spa
The Moinian Group	New York & Company	Rimowa	T-Mobile
Motion Sports Medicine –	The New York Resident	Roche Bobois	Talbots
Midtown East	NextStop NY Real Estate	Roger Dubois	TD Bank
Mount Vernon Hotel Museum &	Northwestern Mutual	Rosen & Deutch DDS PC	Times Square Alliance
Garden	Oak & Barrel	The Ross Art Group	Tracy Anderson Method
Muscle Maker Grill	One Lenox	Rudin Management	Treadwell Park
The Names Project AIDS	Open Finance	Saint Peter’s Church	The Trevor Project
Memorial Quilt	Orogold Cosmetics	Salon Amici	Trinity Baptist Church
Nare Sushi	Our Town	Salon Ishi	Turtle Bay Association
Natalia Huang Piano Studio	P. S. 59	Samuel and Sons	Upper East Side Dental
The National Bar & Dining Rooms	Padoca Bakery	San Carlos Hotel	Innovations
National Gay & Lesbian Chamber	The Paley Center for Media	Satori Laser	Upper Story by Charlie Palmer
of Commerce – NY	Paname French Restaurant	Sel et Poivre	Uptown Pilates
New York LGBTQ+ Community	The Paramount Group	Shakespeare & Co.	Urbanspace @ 570 Lex
Center	Park Avenue Dental Medicine PC	Sherwin Williams	Urbanspace Vanderbilt
NYC Comptroller’s Office	Dr. Deena Pegler, DMD	Skintology Manhattan Medspa by	Vanderbilt YMCA
NYC Council	Perrine	Dr. Jennifer Walden	Verve Medical Cosmetics
NYC Department of Parks &	Pescatore	Smiles Park Avenue Dental	Vornado Realty Trust
Recreation	Philip Colleck Ltd.	Society of Illustrators	Waterman Properties LLC
NYC Department of Sanitation	Phillips de Pury & Co.	Sprinkles	Waterworks
NYC Department of Small	Physical Advantage	Starbucks	Whiskey & Wine Off 69
Business Services	Pick A Bagel	State Bank of India	Yara
NYC Department of Transportation	The Pierre Hotel	Sunrise at East 56th	
New York Police Department, 17th	Pig ‘N’ Whistle on 3rd	SUNY Global Center	
Precinct	Popular Community Bank	SUNY Pride	
New York Police Department, 19th	Potbelly	Super Stars Tennis	
Precinct	Power Pilates	Sutton Area Community	
New York Police Department,	The Publishing Triangle	Sutton Place Chiropractic	
Midtown North Precinct			
New York Public Library, 58th			

ACKNOWLEDGEMENTS

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

Allied Universal Security Services, Security Patrol Services
BlenderBox, Website Design & Maintenance
Bowery Residents’ Committee, Homeless Outreach Services
Citisense, Database and Information Management
City 1 Maintenance, Street Furniture Maintenance

Dennis Corsi, Videography
The Doe Fund, Sanitation Services
DuMor Inc, Trash & Recycling Receptacles
Edward Post, Park Avenue Mall Sanitation
Electrical Illuminations by Arnold, Holiday 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