2025

FLATIRON NOMAD



The
Best Seat
in the
House

The Best Seat in the House

In New York City, front-row seats are rare—but in Flatiron and NoMad, every seat feels like the best in the house.

At the Flatiron NoMad Partnership, we've built a district that puts people at the center—where commerce, culture, and community play out in real time in a space that's designed to be dynamic, inclusive, and accessible to all.

Our mission is rooted in creating a clean, pedestrian-friendly, and safe environment where everyone feels welcome. Our 'lead with yes' approach to public space adds to the mission where everyone feels engaged and inspired. We champion a neighborhood that works and feels better for everyone.

Residents, workers, and visitors alike enjoy a front-row seat to some of the city's most exciting and enriching public programming—free, year-round events that bring our plazas and shared streets to life. From the viral Portal art installation that connected Flatiron to the world, to the vibrant, Día de Muertos celebration, to our first-ever Start with Love: Pride in Flatiron and NoMad celebration honoring the district's LGBTQIA+ legacy, each program is designed to invite both neighbors and visitors to take part in something bigger. Through collaborations with local artists, musicians, restaurants, and businesses, our public realm becomes a stage where everyone is welcome to pull up a seat.

For business owners, Flatiron and NoMad is the place to launch strong and scale fast. In 2024, 70 new businesses opened in the district, and our neighborhood once again led all NYC BIDs in taxable sales, topping the next highest district by more than $113 million. From startups to national brands, companies are finding success here, with many expanding to second locations right in the neighborhood. The energy extends to the workplace too. The first quarter of 2025 saw nearly 600,000 square feet in new office leases signed and welcomed almost 4 million employee visits, redefining what return to office looks like.

Stroll down Broadway, and you'll see the city's Broadway Vision fully realized, reimagining the spine of Manhattan as a safer, pedestrian-first experience. Add in a 121% surge in Citi Bike usage since 2024 and subway ridership that's more than doubled since 2022, and it's clear: you are in the middle of all the action.

As for unused, vacant office spaces, with 10-15% of commercial square footage ready for transformation, our office-to-residential pipeline is paving the way for a more diverse, dynamic district. Thanks to our stock of adaptable Class B and C buildings, a strong foundation of residential and retail, and unmatched transit access, Flatiron and NoMad are uniquely positioned to lead New York City's office-to-resi evolution.

In a city that's always moving, it's rare to feel like you're in the right place at the right time. But here in Flatiron and NoMad, we get to see it all unfold—up close, together, and from the best seat in the house.

Sincerely,



James Mettham
President

FLATIRON NOMAD

The Best Seat in the House






ANITA GELATO
MALIN+GOETZ
FLATIRON
ANITA


FLATIRON NOMAD
FLATIRONNOMAD.NYC





Welcome

to the Neighborhood





MAMA MEZZE
1123 BROADWAY



LA TÊTE D'OR
318 PARK AVE S



SKINNY LOUIE
1145 BROADWAY



NUAR
48 W 27TH ST

CLEMENTE BAR
11 MADISON AVE



PASSERINE
36 E 20TH ST



Ex
peri
ence

the
Dis
trict

Fall Season

700+ hand-painted skulls created by attendees

455+ marigolds adorned our community altar

300 FT of lights lit up the Flatiron North Plaza

257 planters are transformed with ornamental kale and cabbage every Fall

297 environmental steps implemented in Flatiron & NoMad's certified green restaurants





Holiday Season

1,500

holiday gift guides distributed

6 LED

multi-colored tubes lit up the holiday photo op on the North Plaza





Winter Glow

1.2M

social impressions

21

businesses featured winter glow deals





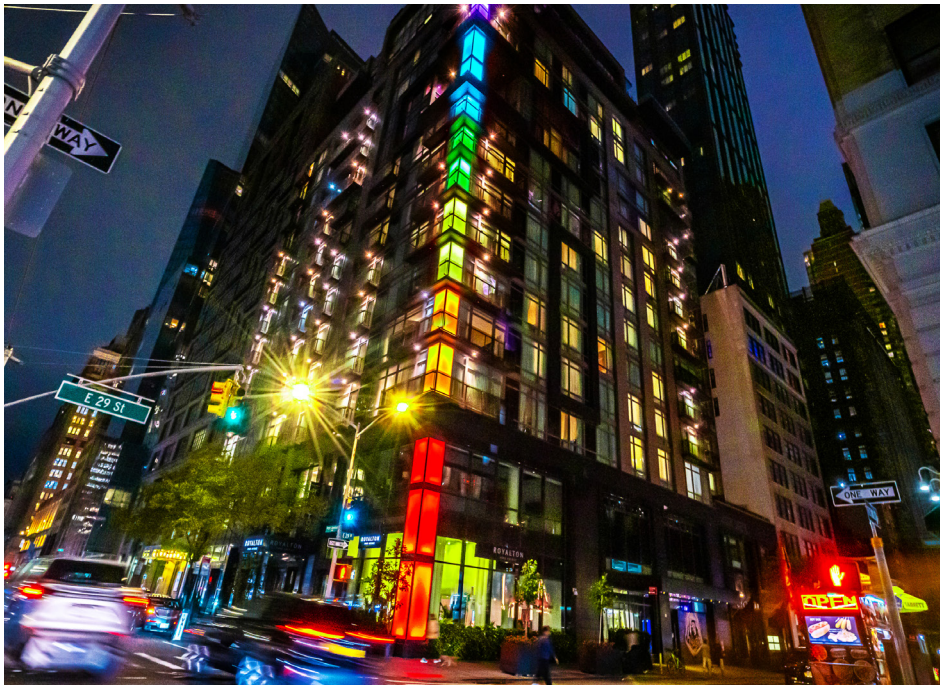


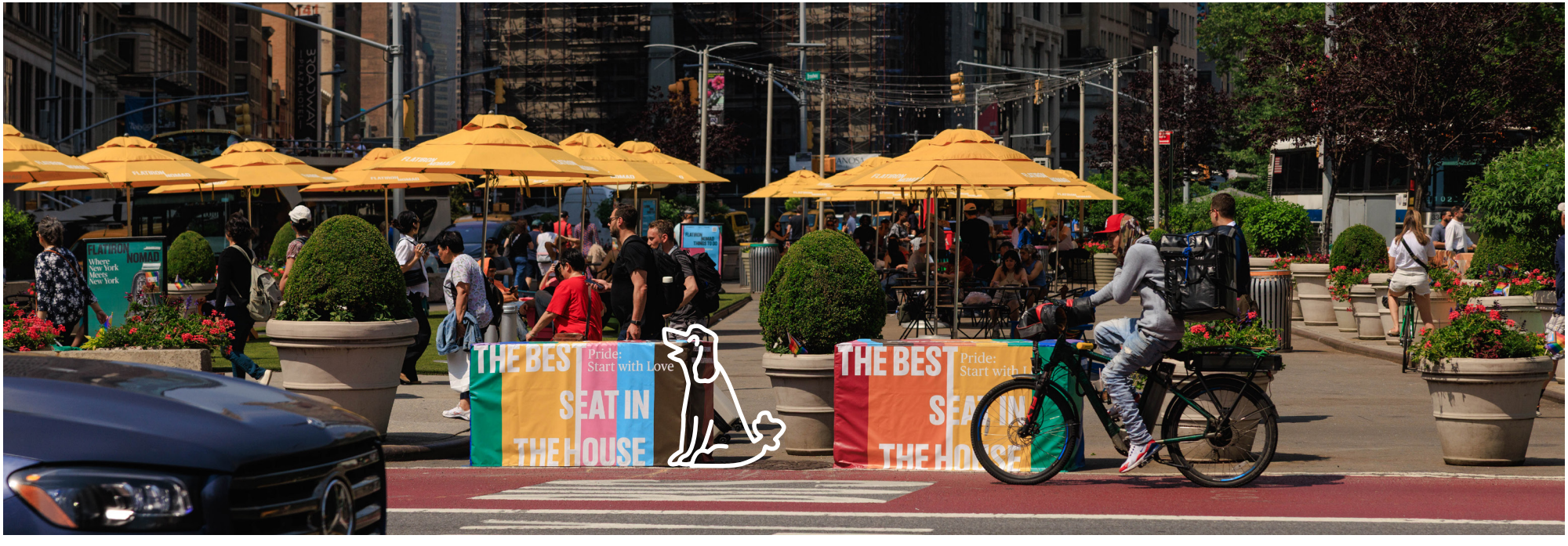
Spring Season

53K daily average Flatiron Plaza visits

326 sidewalk tree pits in the neighborhood

2,985 LBS of electronics collected at E-Waste Recycle Day

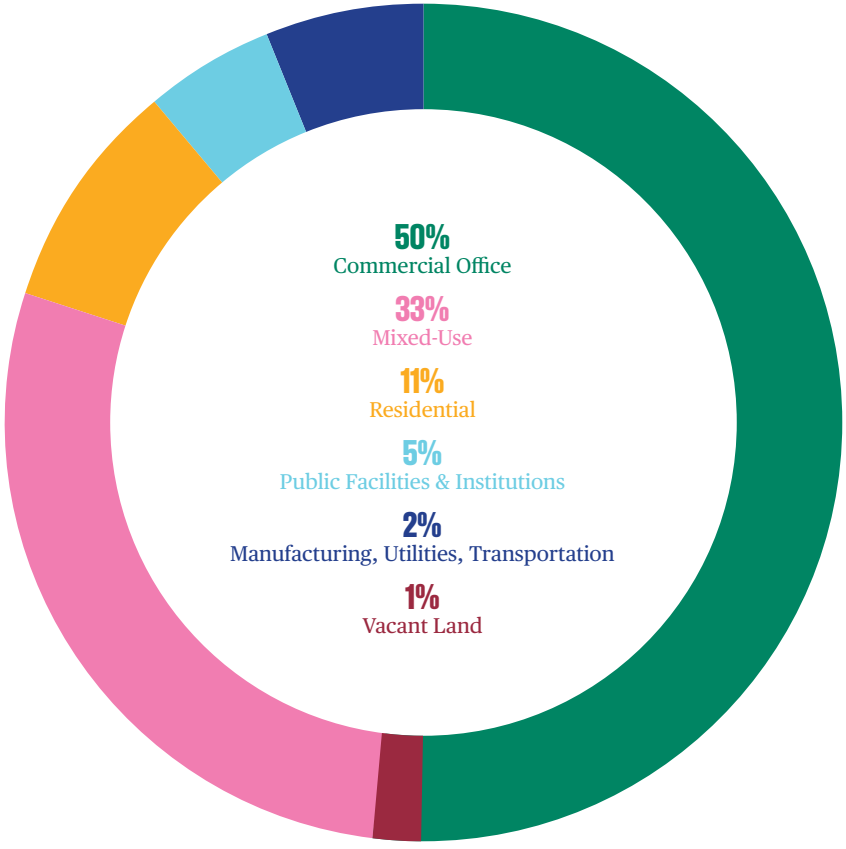




District Data



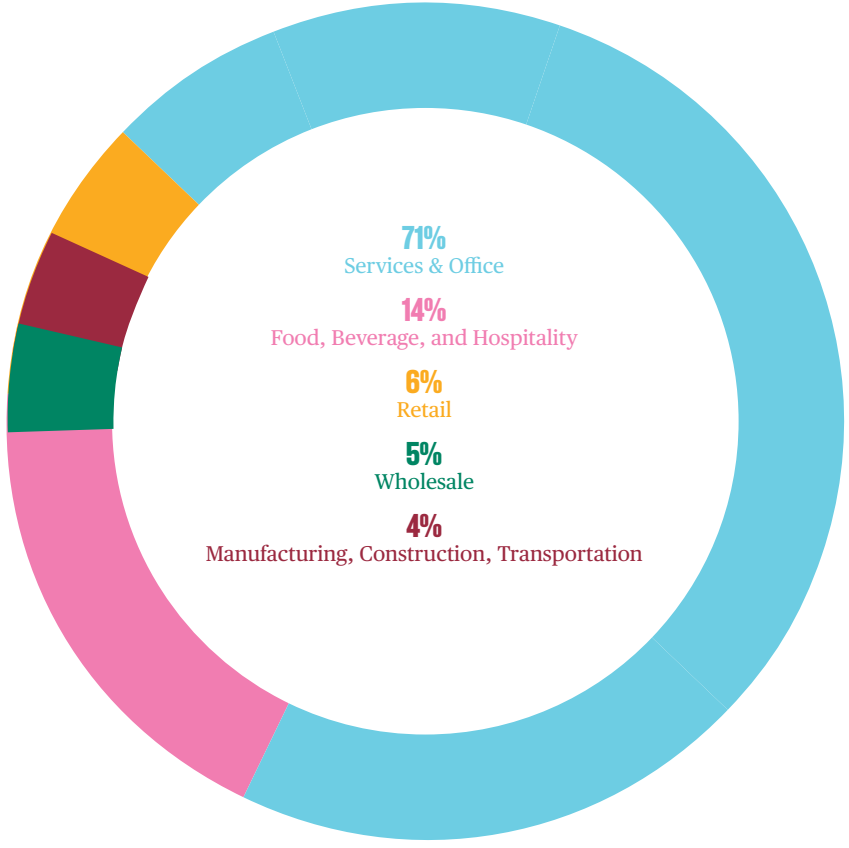
Quintessential Mixed Land-Use



Source: PLUTO

Workforce Diversity

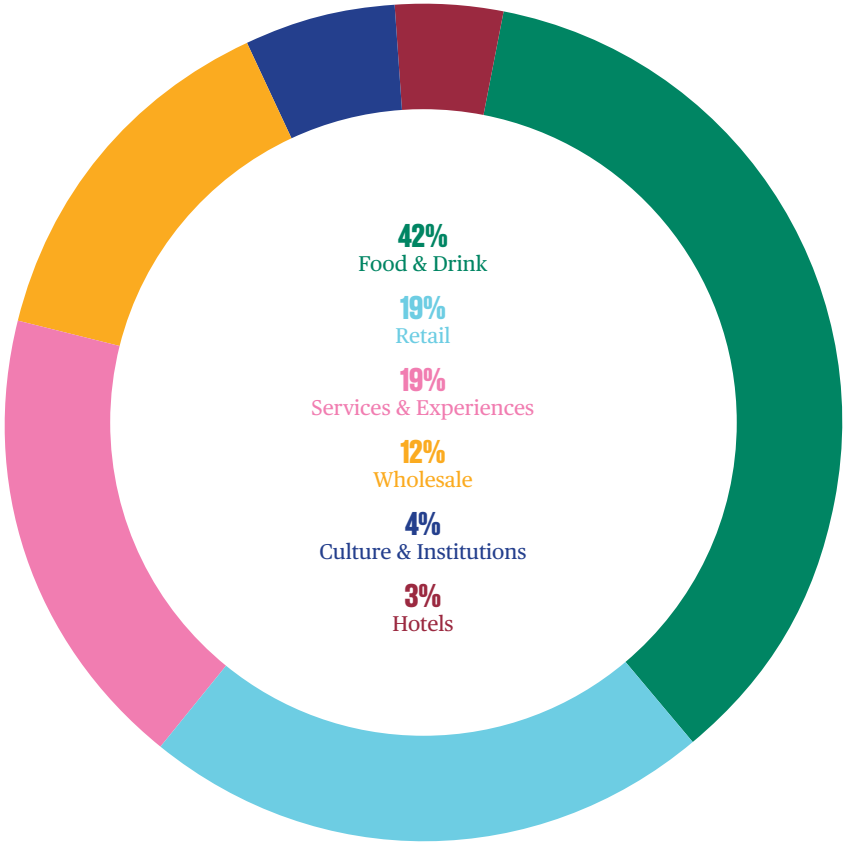
COMPANIES BY SECTOR



Source: NYC SBS, & NYS QCEW

Ground Floor Business

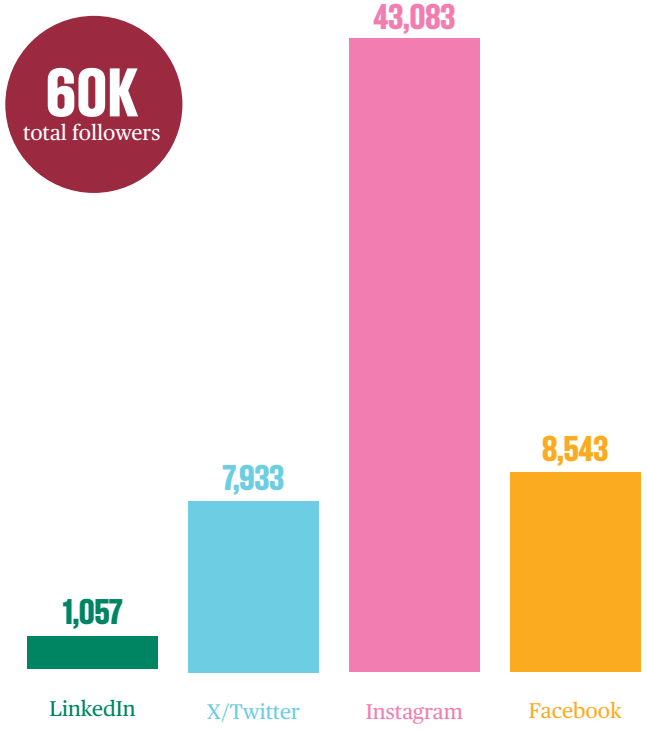
RETAIL MIX



29 hotels
5,061 room keys
146K daily visitors

Marketing Data

SOCIAL MEDIA FOLLOWERS



16.5K newsletter subscribers
525K website page views
396 district events
70 district deals

What We Do









Field Operations

PUBLIC SAFETY

As our eyes and ears throughout the district, our Public Safety Officers (PSOs) ensure that Flatiron & NoMad are safe and welcoming to all. Each PSO wears many hats - from being a neighborhood ambassador providing directions to supporting our events in the public plazas.

PSOs are our liaisons with City authorities, addressing issues in real-time and assisting during emergencies. Their efforts supplement the 13th and MIdtown South Precincts of the NYC Police Department (NYPD) and other City agency partners.

CLEAN TEAM

Our largest core service is our Clean Team. Members of our Clean Team are instrumental in maintaining Flatiron & NoMad as an inviting destination for our residents, workers, and visitors. Seven days a week, in all weather, you'll see our Clean Team remove graffiti, sweep and power-wash sidewalks, and shovel snow.

The team oversees hundreds of trash bins and cleans and paints a myriad of City-owned assets including bus stop shelters, fire hydrants, mailboxes, and LinkNYC WiFi kiosks. Our crew members place public seating amenities, including tables, chairs, and shade umbrellas, on our plazas and pedestrian extensions along Broadway.

HOMELESS OUTREACH

We are committed to offering assistance to those in need in Flatiron & NoMad. Since 2007, we have worked with Urban Pathways' outreach professionals to assist unhoused individuals. Our trained outreach staff are in the district daily to engage those living without shelter to build trust, learn about their needs, and connect them with housing and support services.



Streetscape & Placemaking

Through our public space planning and management, we've created beautiful public spaces that are mainstays of the Flatiron & NoMad district. Our flourishing live-work-play neighborhood is enhanced by the installation and maintenance of seasonal plants and flowers in hundreds of hanging baskets, sidewalk and plaza planters, and tree pits. As you're walking along Park Avenue South, you'll notice the vibrant blooming median malls from 19th Street up to 32nd, our northernmost boundary.

We enliven the public realm through exciting placemaking initiatives to make our spaces more accessible, engaging, and inviting. Throughout this year, we've created inspiring placemaking activations in the neighborhood, with highlights including colorful Plaza Lighting created by firm Hou de Sousa, public seating amenities, and an interactive seasonal photo frame designed by local artists.



Marketing & Content

Our marketing team serves as the go-to neighborhood information resource while championing our local businesses, people, and places that are the heartbeat of Flatiron & NoMad. Through our content hub on FlatironNoMad.nyc, we create curated weekly content across our diverse channels that highlights the thriving businesses and sectors in all corners of Flatiron & NoMad to showcase that this is the place to be.

Our communications are directed to residents, visitors, and the local workforce through weekly email newsletters (16K+ subscribers) and via social media with 60K+ followers across multiple platforms.



Events & Programs

Our events and programs bring the community together through unique experiences that highlight all Flatiron & NoMad have to offer. In 2024, we hosted our third annual Dia de Muertos cultural celebration with a full week of happenings across the district. Winter Glow illuminated the Flatiron Plazas with interactive art installations in January and February. We also hosted multiple Neighborhood Networks, our Annual Meeting, and the perennial favorite 'Cheers to Flatiron NoMad' party.

Throughout Pride Month (June), we spotlighted joy, creativity, and inclusivity in Flatiron & NoMad via vibrant placemaking, the historic NYC Pride March, and support for our LGBTQIA+ owned businesses.



Business Support

We amplify and showcase Flatiron & NoMad's business community and help connect local entrepreneurs. This year, we launched a Business Directory as part of our Business Support Portal on FlatironNomad.nyc. The Directory features 200+ local businesses and provides owners the opportunity to network, collaborate, and exchange insights.



Economic Development & Reporting

Our economic development team gathers and analyzes data to identify opportunities for local development and growth. By utilizing various technologies including commercial property analytics and pedestrian count software, we monitor ground floor retail activity and retail spending, office and residential leasing and development, and district foot traffic.

Data analysis is published as quarterly economic snapshots to keep the local real estate community informed on current conditions.



Advocacy

In addition to providing core services throughout Flatiron & NoMad, we serve as a voice and advocate for district stakeholders. We communicate neighborhood needs and priorities with a collaborative, partnership-minded with local elected officials and City agencies.

Flatiron NoMad Partnership Business Improvement District

STATEMENT OF FINANCIAL POSITION

	UNAUDITED June 2025	AUDITED June 2024	AUDITED June 2023
ASSETS			
Cash	$ 3,480,880	$ 3,849,409	$3,852,900
Prepaid assets and receivables	137,301	122,663	93,907
Investments	1,517,243	1,443,415	1,375,706
Security deposits and other	717,085	709,133	909,314
TOTAL	$ 5,852,509	$ 6,124,620	$ 6,231,827
LIABILITIES/NET ASSETS			
Liabilities	$ 1,233,553	$ 1,299,481	$ 1,341,195
Net assets	4,618,956	4,825,139	4,890,632
TOTAL	$ 5,852,509	$ 6,124,620	$ 6,231,827

STATEMENT OF ACTIVITIES

	UNAUDITED June 2025	AUDITED June 2024	AUDITED June 2023
SUPPORT AND REVENUES			
Assessment revenue	$ 6,000,000	$ 6,000,000	$ 6,000,000
Contributions and other	1,902,374	1,332,346	1,394,782
TOTAL	$ 7,902,374	$ 7,332,346	$ 7,394,782
EXPENSES			
Marketing	$ 967,018	$ 908,237	$ 720,107
Safety	709,281	613,951	488,618
Sanitation	3,217,533	2,796,746	2,542,544
Social Services	367,547	309,897	272,604
Public Improvements	2,121,082	2,157,045	1,517,239
Administration	726,096	611,963	613,402
TOTAL	$ 8,108,557	$ 7,397,839	$ 6,154,514
INCREASE IN NET ASSETS	($ 206,183)	($ 65,493)	$ 1,240,268

Fiscal Year 2026 Approved Budget

	ADMIN.	MARKETING	PUBLIC SAFETY	SANITATION	SOCIAL SERVICES	PUBLIC REALM	FY 2026 BUDGET TOTAL	FY 2025 BUDGET TOTAL
Assessment revenue	-	-	-	-	-	-	$7,000,000	$6,000,000
Program Service Revenue	-	$ 350,000	-	-	-	$1,180,000	1,530,000	1,150,000
Interest income	-	-	-	-	-	-	200,000	200,000
TOTAL REVENUE	-	-	-	-	-	-	**$ 8,730,000**	$ 7,350,000
PROGRAM EXPENSES								
PERSONNEL COSTS								
Total Salaries & Payroll taxes	$ 274,924	$ 440,152	$ 180,965	$ 187,195	$ 161,208	$ 419,680	$ 1,664,126	$ 1,599,814
Health & Other benefits	27,500	64,966	11,777	14,173	12,176	45,951	176,544	164,761
TOTAL PERSONNEL COSTS	$ 302,424	$ 505,119	$ 192,743	$ 201,369	$ 173,384	$ 465,631	$ 1,840,669	$ 1,764,575
DIRECT EXPENSES								
Outside contractors	-	$ 344,000	$ 500,000	$ 2,950,858	$ 250,000	$ 1,110,700	$ 5,155,558	$ 4,600,000
Program equipment	-	89,000	20,000	70,000	-	50,000	140,000	201,000
Program supplies	-	310,000	1,000	5,000	-	44,000	139,000	89,000
Project expenses	-	-	46,192	81,138	1,000	495,000	933,330	729,000
Public Improvements	-	-	-	-	-	50,000	50,000	105,000
TOTAL DIRECT EXPENSES	-	$ 743,000	$ 567,192	$ 3,106,996	$ 251,000	$ 1,749,700	$ 6,417,888	$ 5,724,000
TOTAL PROGRAM EXPENSES	$ 302,424	$ 1,248,119	$ 759,935	$ 3,308,365	$ 424,384	$ 2,215,331	$ 8,258,557	$ 7,488,575
Total General Operating							448,447	360,500
TOTAL EXPENSES							**$ 8,707,004**	$ 7,849,075
Excess Revenues Over Expenses							$ 22,996	($ 499,075)

Flatiron NoMad Partnership Board of Directors

CLASS A: COMMERCIAL/MIXED USE PROPERTY OWNERS

Michael Cohen/Mac Roos
Chair, Colliers International

Jane Gural-Senders
Vice Chair, GFP Real Estate LLC

Jason Vacker/Max Lemos
Treasurer, Meringoff Properties

Nicholas Athanail
Secretary, The Stanford Condominium

Jeff Buslik
Adams & Company Real Estate

Jim Dill
Housing & Services, Inc.

Bill Feeks
Rockrose Development Corp

Grant Greenspan
Kaufman Organization

Sharon Hart
New York Life Insurance Company

Karen Heidelberger
Deerfield Management

Elliott Ingerman
Tribeca Investment Group

Adam Jakubowski
GDSNY

Max Koeppel
Koeppel Rosen

Scott Koster
GFI Hospitality/The Ace Hotel

Roger Larson
Vornado Realty Trust

Leslie Spira Lopez
Kew Management

Robert McClary
L&L Holding Company

Melvin Norris
Durst Organization

Edward V. Piccinich
SL Green Realty Corp

Barry Schochet/Steven Berman
Madison Green Condominium

Kevin Schwartz
Boston Properties

Robert Steinman
Rudin Management

Vincent Vienne
Highgate/Royalton Park Avenue

Ben Waller/Gregg Schenker
ABS Partners Real Estate

Peter Weiss
Walter & Samuels

CLASS B: COMMERCIAL TENANTS

Tom Blackie/Henri Myers
MAISON 10

Meredith Doll/Jonathan Vandegrift
Shake Shack

Dag Folger/Peter Knutson
Architecture Plus Information (A+I)

C-J. Ford
JLL

Deborah Koenigsberger
TTH Vintage Boutique/Hearts of Gold

Adil Mistry
The Estée Lauder Companies Inc.

John Pavone
IBM

Marisa Seifan
Honeybrains

CLASS C: RESIDENTIAL TENANTS

Joseph B. Rose
Resident

Kathy Chan
Resident

CLASS D: PUBLIC REPRESENTATIVES

Honorable Eric Adams
Mayor of the City of New York

Honorable Mark Levine
Manhattan Borough President

Honorable Brad Lander
New York City Comptroller

Honorable Erik Bottcher
New York City Council

Honorable Carlina Rivera
New York City Council

Honorable Keith Powers
New York City Council

CLASS E: COMMUNITY BOARDS AND NONPROFITS

Jessica Chait
Chair, Manhattan Community Board 4

Bradley Sherburne
Chair, Manhattan Community Board 5

Sandra McKee
Chair, Manhattan Community Board 6

Michael Banach
Baruch College

Monika Lenard
Simons Foundation

Flatiron NoMad Partnership
Sponsors & Executive Staff

SPONSORS & FRIENDS

$20,000+

Colliers International | William Equities
Deerfield | The Cure
Meringoff Properties
212 Fifth Ave

$10,000+

GFP Real Estate
ABS Partners
Housing and Services, Inc
SL Green

$5,000+

Kew Management
Madison Green Condominium
Pan Am Equities
Rockrose Development Corporation
The Corcoran Group
The Stanford Condominiums
Vornado Realty Trust
Windsor Management Corporation

FRIENDS OF FLATIRON NOMAD

Martinque Hotel
Poster House
Arrive Wellness
Park South Hotel-JDV by Hyatt

PLANTER PROGRAM

Simons Foundation
Royalton Park Ave

EXECUTIVE STAFF

James Mettham
President

Kurt Cavanaugh
Vice President of Planning, Streetscape & Capital Projects

John Considine
Vice President of Field Operations

Greg Godfrey
Vice President of Marketing & Communications

Angelos Kontos
Senior Director of Administration & Finance

Ali Begazo
Director of Economic Development

Claudia Rincon
Director of Placemaking Programs & Events

Peter Steiner
Director of Field Operations

Arianne Maliwanag
Marketing, Content & Business Outreach Manager

Melissa Benedek
Senior Marketing & Content Associate



ABOUT US

We are the Flatiron NoMad Partnership and we serve the businesses, people, and places that help make this district one of Manhattan's most iconic and authentic destinations. Home to a range of retailers and employers, cultural and educational institutions, and a thriving residential community, the District is a center of activity. From neighborhood enhancements and community building initiatives to the championing of District businesses, we celebrate the quintessential New York attitude with a contemporary edge.

CONTACT US

Flatiron NoMad Partnership
230 Fifth Avenue, Suite 1511
New York, NY 10001
212.741.2323
info@flatironnomad.nyc
FlatironNoMad.nyc

FOLLOW US

@FlatironNY
X/Twitter, Instagram, Facebook
and find us on LinkedIn