

Lauren Danziger, Executive Director
Meatpacking Improvement Association / Chelsea Improvement Company
Project Manager, Meatpacking Area BID

City Council Finance Committee, 11 March 2015

Good Morning. My name is Lauren Danziger and I am the executive director of the Meatpacking Improvement Association and the Chelsea Improvement Company, and have been Project Manager on the BID effort since it began. Thank you for your time and for the opportunity to discuss the creation of the Meatpacking Area BID. I'd also like to thank Council Member Corey Johnson for his work on this process over the past year.

Running MPIA and CIC, I have been able to see first hand the good and impactful work that an organization like a BID can do, the change it can affect.

We have been working on the creation of the BID for two years in conjunction with the NYC Department of Small Business Services, local elected officials, Community Boards 2 and 4, and the local property owners and businesses the proposed BID would serve, as well as residents from the area. All of these groups agree that the greater Meatpacking neighborhood is not only one that is of historic importance, but one that has become a global destination. It has also become clear that at the rate by which this area will expand and the amount of visitation both local and from abroad, will far exceed MPIA and CICs ability to raise dollars required to address the needs neighborhood.

In developing the plan for the BID, our 25-person steering committee surveyed the community to determine the public perception of needs for the district. To spread the word about the proposed BID, we created a website meatpackingbid.org, where all information was posted in real time. We held four community meetings, two meetings specific to the businesses community, included information in at least four community board newsletters, eight MPIA newsletters, produced three mass mailings to over 3500 addresses, took out both digital and printed advertisements in the local papers (The Villager and Chelsea Now) and visited every ground floor businesses at least twice.

Input from the community both within the boundaries and beyond, has been critical to the success of process aimed at creating an organization that is funded to serve the neighborhood in a meaningful way. Without the input of residents, elected officials and the community boards, we would not stand before you with as solid, fair, and encompassing a plan as we do today.

The conversations resulted in the creation of both a memorandum of understanding (MOU) and a vision statement.

The MOU creates an unprecedented mechanism for a BID - the Impact Area Advisory Counsel (IAAC). The IAAC will be made up of residents from a designated set of blocks in both the northern and southern boundaries of the BID and will elect non-voting

representatives to the BID board of directors. The BID Executive Director will meet with the IAAC quarterly prior to the board meetings and IAAC members will serve on committees relevant to the impact areas such as traffic mitigation, security, and sanitation.

The Vision Statement created language around the purpose of the proposed BID and essentially provided a clear statement of intent, which generated a widespread level of comfort with the goals for the organization.

Upon BID formation, all of the stakeholders will work together to use the funds procured to execute the programs needed to support the evolution of this dynamic community.

In addition to those of us testifying today, we have also submitted letters of support for the record from the following people who could not attend but wished to be here:

- Donna Raftery, resident, 32 Gansevoort Street
- Elaine Young, Community Board 2 Member, 61 Jane Street
- Thomas Nakios, resident and business owner, 345 West 13th Street & 420 West 14th Street
- James Martin, Executive Director, ACE Programs for the Homeless

Thank you again for allowing me to testify today.

LILLA P

March 11, 2015

New York City Council
Finance Committee
250 Broadway
New York, NY 10007

**RE: Testimony before the New York City Council Finance Committee on the
Meatpacking Area BID.**

Dear Members of the New York City Council Finance Committee:

Good morning. My name is Thomas Nakios and I both own a business and reside in the proposed Meatpacking Area Business Improvement District boundaries. I am here today to support the creation of this BID in my neighborhood.

Since 1998, my wife and I have run Lilla P, a women's knitwear fashion label. What started as a line centered on the basic women's tee shirt has blossomed into a brand whose home is now anchored in the Meatpacking District. We opened our corporate office and showroom in the district in 2003 and opened our first brick and mortar boutique at 420 West 14th Street in 2011.

Over the last decade, we have witnessed tremendous change in the neighborhood. Foot traffic has increased considerably over time. This has come from more and more ground floor commercial establishments, cutting edge restaurants, and the endless train of visitors going to and from the High Line. When The Whitney Museum opens in May, even more people will be coursing west by foot. While this has been excellent for our bottom line, the change in use of the neighborhood has created a greater need for increased sanitation services, security, and traffic mitigation.

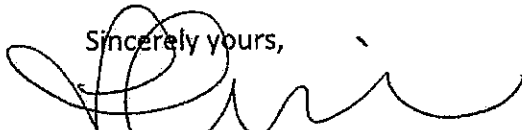
The Meatpacking District has a storied history and is a unique corner of Manhattan's west side. Trendsetting boutiques fill storefronts in turn-of-the-century buildings that line its cobblestone streets while New Yorkers and tourists dine at restaurants in buildings that once slaughtered animals and processed food for shipment elsewhere in the city. The neighborhood, in a sense, has come full circle, and it's one of the reasons my wife and I chose to live there, and have since 2002. As a resident, I believe the BID will give a voice to both the business and residents that reside within the district.

I believe that the proposed BID will help to preserve that character while improving services to the neighborhood for both businesses and residents.

The process of getting to where we are today has been lengthy, and I am thankful for the efforts of the steering committee that worked to consider all the players of the neighborhood. As the neighborhood continues to evolve, I look forward to working with the BID as a resident and business owner. I hope the City Council's Finance Committee will vote to support this BID proposal.

Thank you.

Sincerely yours,



Thomas C. Nakios

SBS TESTIMONY FOR THE ESTABLISHMENT OF THE SOUTH SHORE BID
BEFORE CITY COUNCIL FINANCE COMMITTEE
March 11, 2015

Good morning Chair Ferreras and members of the Finance Committee. I am Blaise Backer, Deputy Commissioner of Neighborhood Development at the Department of Small Business Services (SBS). I am joined today by my Executive Director of the BID Program, Kris Goddard.

SBS supports the establishment of the Meatpacking Area Business Improvement District (BID) in the Borough of Manhattan. The steering committee has successfully completed the planning and outreach work consistent with SBS policy. In addition, they have worked collectively with Councilman Johnson, and stakeholders from both CB2 and CB4 to establish "Impact Zones" and a special Memorandum of Understanding – both of which will enable an increased level of participation and transparency to the BID's governance structure. SBS would like to acknowledge and thank Councilman Johnson for his help in developing this unique agreement.

Geographically, the proposed BID includes properties generally bounded on the north by West 17th Street, on the east by Eighth Avenue, on the south by Horatio Street, and on the west by the Tenth Avenue. SBS has reviewed the boundaries of the proposed BID and found them to be acceptable. The proposed BID is within City Council District 3, which is represented by Councilmember Corey Johnson. The proposed BID also falls within Manhattan Community Boards 2 and 4, which both support the effort.

Services to be provided in the Meatpacking BID shall include, but not be limited to, sanitation and maintenance, security, beautification and landscape, economic development, advocacy, administration, and additional services as may be required for the promotion and enhancement of the District. The District will be managed by a newly formed District Management Association. The annual budget for the District's first year of operation is \$1.6 million and may rise to \$3.2 million in subsequent years as additional development occurs in the district.

As required by law, the Meatpacking Area BID Steering Committee mailed the summary of the City Council Resolution, no less than 10 days and no more than 30 days before today's hearing, to the following parties:

- To each owner of real property within the proposed district at the address shown on the latest City assessment roll,
- To such other persons as are registered with the City to receive tax bills concerning real property within the district, and
- To tenants of each building within the proposed district.

In addition, SBS arranged for the publication of a copy of the summary of the Resolution at least once in the City Record.

I would also like to acknowledge that members of the BID Steering Committee are present today to testify and answer any questions about the specifics of the BID plan.

At this time, we are happy to take any questions.

Thank you.

Ivy Brown
Ivy Brown Gallery
675 Hudson Street
New York, NY 10014

**Testimony before the New York City Council Finance Committee
March 10th, 2015**

Good morning. My name is Ivy Brown and I am the owner and founder of the Ivy Brown Gallery at 675 Hudson Street. I would like to thank the Finance Committee for giving me the opportunity to speak in favor of the proposed Meatpacking Area Business Improvement District.

In 1985 when I moved into the Meatpacking District it was not filled with high-fashion flagships, tech firms, gourmet markets and restaurants', and chic nightclubs. It was unlit, stinky, filled with meat packing byproducts (UNEDIBLES), and home to misunderstood transvestite prostitutes and a different sort of nightlife thrived, one made up more of leather and whips and less leather handbags and shoes. It was hardly a place for a "nice Jewish girl" to establish a business and home, as I assure you my father said to me a lot. Now my father thinks I am brilliant visionary. In the past 30 years, this neighborhood like many others, has undergone significant change and growth, and the needs of the neighborhood are very different than they were when I moved in.

It is rarely easy to build consensus, working in a neighborhood where artists walked alongside meatpackers on streets that are now lined with boutiques. For several years, non-profit business membership organizations MPIA and CIC have had to work hard to raise money to provide supplemental sanitation services, security, and beautification to the neighborhood. The BID will greatly improve the quality of life while leveling the playing field by providing a guaranteed revenue stream. This will alleviate concerns of those who have come to appreciate services offered by MPIA and CIC, which has truly been one of the best parts of the gentrification of our neighborhood.

As an artist, I believe it is important for businesses and individuals to grow in an environment that is supportive of their needs. The Meatpacking District is exceptional and should not be forced to simply comply with conventional best practices because they've worked somewhere else. The BID proposal appropriately addresses the needs of the neighborhood while working to maintain the character and integrity of the Meatpacking District that has become a huge destination for New Yorkers and visitors alike.

I ask the Finance Committee to support the Meatpacking Area BID. Thank you again for the opportunity to testify.



Jim Martin
Executive Director
ACE Programs for the Homeless
Letter of Support - City Council Finance Committee

March 11, 2015

I am writing on behalf of ACE Programs for the Homeless in support of the effort to establish a Business Improvement District for the Meatpacking District.

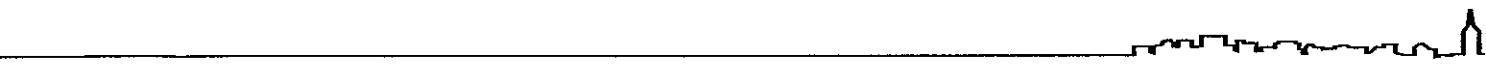
ACE is a social services organization that rehabilitates and provides steady employment for formerly homeless men and women as sanitation workers. ACE was hired by MPIA in 2011 to provide supplementary sanitation to the plaza spaces, sidewalks, and gutters in the Meatpacking District. At that time, the district was in desperate need of our services – there was graffiti, stickers, litter and cigarette butts littering the plazas. The trashcans were frequently overflowing. Spills and refuse in the gutters went unaddressed. Since the time that we began work in the district, I can attest to the great progress that has been made. In 2014 we expanded services to cover the area managed as the Chelsea Improvement Company and together with MPIA, we have made great strides in that area as well.

However, such as we are now, we are only just barely keeping up with the pressure on the district, and every time they clean up a mess or empty a can, they turn around and find another issue cropping up. As the district has become an area with consistently increasing visitation, and with more employees coming with new office construction, in addition to imminent opening of the Whitney Museum, we know that additional foot traffic will mean and even great strain on our resources.

ACE works extremely hard in the Meatpacking District, but we could be doing even more. We are limited by available funding and as a result, the size of our staff. In order to keep up with the changes coming to the district, it will be imperative that sanitation services be enhanced. The proposed Meatpacking BID would enable the expansion of services to meet the demand of the neighborhood and the changes to come. I strongly support the plan for the proposed Meatpacking Area Business Improvement District.

Thank you.

Jim Martin



Donna Raftery

March 11, 2015

Honorable Julissa Ferras
Chair, Council Committee on Finance
250 Broadway
New York, NY 10007

RE: Int 0681-2015: Establishment of the Meatpacking Area business improvement district

Dear Chair Ferras:

I am writing to support the effort to create a Business Improvement District (BID) in the Meatpacking neighborhood. I regret that I could not be at the hearing today to present this in person.

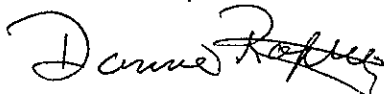
As a 25-year-plus resident (and partner in a small graphic design business) of Gansevoort Street in the Meatpacking District, I have watched this neighborhood undergo significant change. With that comes a significant change in the needs of the neighborhood. The services the proposed BID will offer, including increased sanitation and security in the neighborhood, is much needed.

The character and makeup of this BID is distinctive. A lot of work went into making sure that this BID would provide services that are in line with the character of the Meatpacking area specifically, and take into account the needs of all the varied stakeholders that visit, work in or live in and near the district. I very much appreciate all of the work that went into the process of creating the package that is before the City Council today.

I look forward to continuing my work with the Meatpacking Area BID to better address the needs of the neighborhood for both commercial and residential tenants. I hope the Committee on Finance will support Int 0681-2015 today.

Thank you.

Sincerely,



Donna Raftery

Elaine Young
61 Jane Street, Apt. 17K
New York, NY 10014

March 11, 2015

Honorable Julissa Ferras
Chair, Council Committee on Finance
250 Broadway
New York, NY 10007

RE: Int 0681-2015: Establishment of the
Meatpacking Area business improvement
district

Dear Chair Ferras:

I am writing to support the effort to create a Business Improvement District (BID) in the Meatpacking neighborhood. I regret that I could not be at the hearing today to present this in person.

The Meatpacking area has evolved from a quiet, edgy part of the city to what has now become a 24-hour destination, with ground floor commercial establishments, cultural institutions, and nightlife adding to the fabric of the neighborhood. This makeup has directly affected residential quality of life. Traffic and noise is a major concern and the formation of this BID is a way to mitigate the negative affects traffic has on the quality of life for residents and businesses. Cleanliness and security are also important, and the BID's plan to address them is promising.

This neighborhood is unique and the BID proposal properly reflects that. I look forward to working with the Meatpacking Area BID to better address the needs of the neighborhood for both commercial and residential tenants. I hope the Committee on Finance will support Int 0681-2015 today.

Thank you.

Sincerely,

[Elaine Young]

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. _____ Res. No. _____

in favor in opposition

Date: 3/11/15

(PLEASE PRINT)

Name: Erycka Montoya

Address: _____

I represent: Friends of New High Line

Address: 820 Washington Street New NY 10014

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 681 Res. No. _____

in favor in opposition

Date: 3/11/15

(PLEASE PRINT)

Name: Blaise Backer

Address: Dep Commissioner, SBS

I represent: _____

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 681 Res. No. _____

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Irene Pamela Doyle

Address: _____

I represent: _____

Address: _____

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 681 Res. No. _____

in favor in opposition

Date: 3/11/15

(PLEASE PRINT)

Name: Ivy Brown

Address: 675 HUDSON ST # 4N

I represent: _____

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 681 Res. No. _____

in favor in opposition

Date: 3/11/15

(PLEASE PRINT)

Name: PAUL PARISER

Address: TACONIC INV. PTNRS 111 8th NYC

I represent: MPIA

Address: Meat packing

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 681 Res. No. _____

in favor in opposition

Date: 3/11/15

(PLEASE PRINT)

Name: Lauren Danziger

Address: 32 GORSEVOLT ST

I represent: MPIA/CIC

Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. _____ Res. No. _____

in favor in opposition

Date: 3/11/15

Name: BRAD PASCARELLA (PLEASE PRINT)

Address: 411 W 22 NY NY

I represent: CB4

Address: _____

Please complete this card and return to the Sergeant-at-Arms