

***14th Street
Business
Improvement
District
Research***



BID?

A Business Improvement District (BID) is an specific area influenced by the changes that local stakeholders make, like improved manintainence, increased commerce, and/or promotion of their district



careers
businesses
neighborhoods

76

BIDs in NYC

\$162.7M

Invested in NYC Neighborhoods
Annually

24K

Storefronts
Served

177

Public Spaces
Maintained

4.01M

Trash Bags
Collected

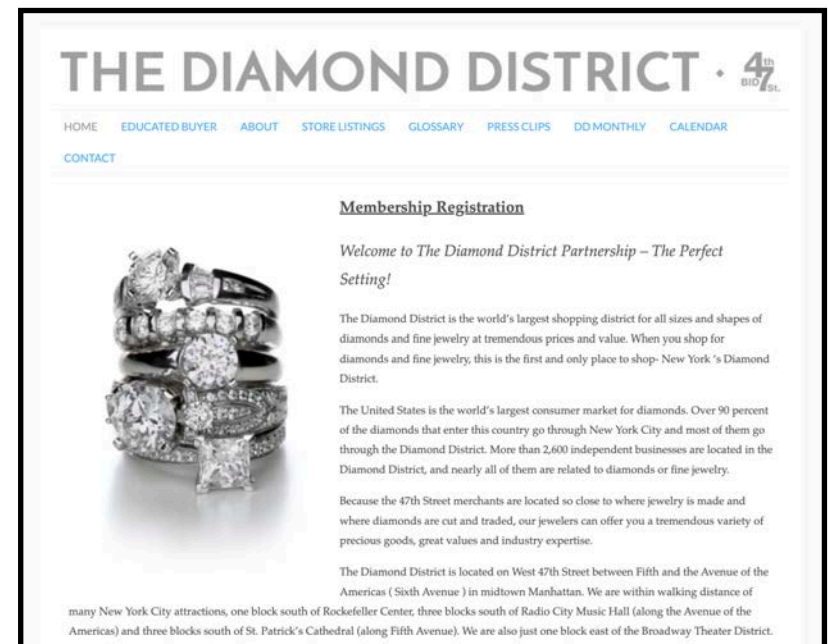
BID Examples

THE DIAMOND DISTRICT • 4th BID St.

“The goal of the Diamond District Partnership is to make the Diamond District safer, cleaner and more beautiful for merchants and consumers who work and shop in the Diamond District.”

“The Diamond District Partnership’s programs are focused on supplemental sanitation and security services, maintenance of capital improvements and the promotion of the Diamond District’s merchants”
- diamonddistrict.com

- Site looks fake
- 2010, small museum vibe
- Too much grey
- Community events unclear



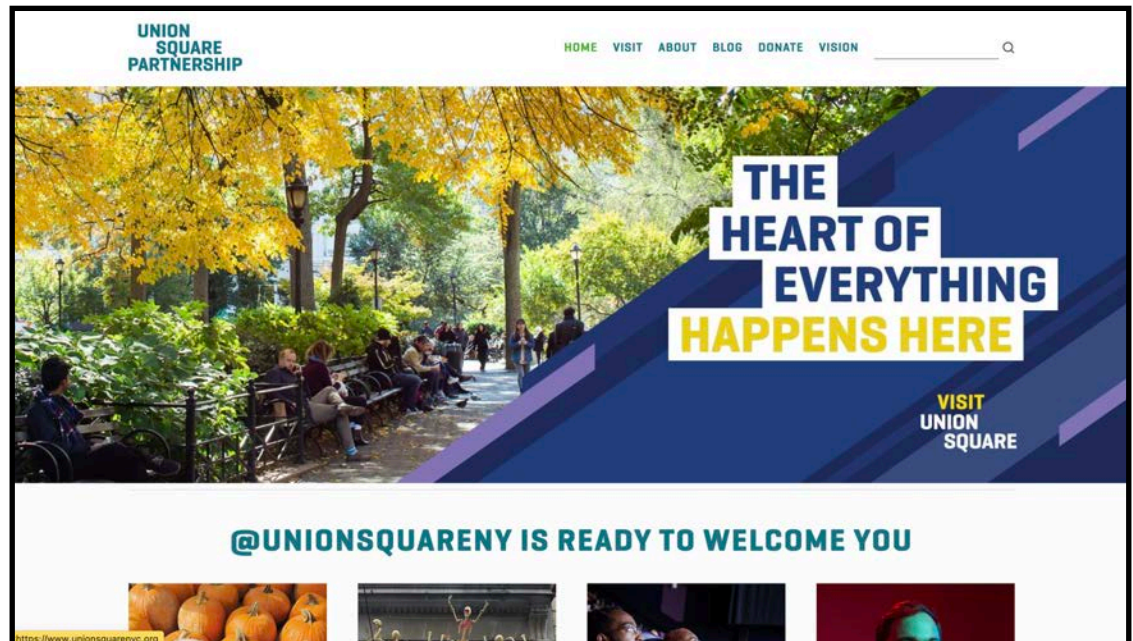
The screenshot shows the homepage of the Diamond District website. The header features the title "THE DIAMOND DISTRICT • 4th BID St." in a grey, sans-serif font. Below the header is a navigation menu with links for HOME, EDUCATED BUYER, ABOUT, STORE LISTINGS, GLOSSARY, PRESS CLIPS, DD MONTHLY, and CALENDAR. A "CONTACT" link is also visible. The main content area includes a "Membership Registration" section with a sub-header "Welcome to The Diamond District Partnership – The Perfect Setting!". To the left of the text is an image of several diamond rings. The text describes the Diamond District as the world's largest shopping district for diamonds and fine jewelry, located in midtown Manhattan. It mentions that over 90 percent of diamonds entering the U.S. go through New York City, and that the Diamond District is home to over 2,600 independent businesses. The text also notes that the 47th Street merchants are located close to where jewelry is made and traded, offering a variety of precious goods. The footer provides the location of the Diamond District on West 47th Street between Fifth and the Avenue of the Americas (Sixth Avenue) in midtown Manhattan, and mentions its proximity to various New York City attractions.

UNION SQUARE PARTNERSHIP

As the leading advocate for the Union Square-14th Street community, the Union Square Partnership (USP) works to enhance the neighborhood's quality-of-life by creating a **cleaner, safer, and more enjoyable environment**. With our vibrant community continuing to evolve and grow, the Union Square Partnership's role is now more important than ever.

USP is a community-based, non-profit organization working to ensure the best possible neighborhood for its residents, businesses, and visitors. USP's work includes **clean + safe program, and economic development and marketing services, as well as investments in the beautification, and maintenance of Union Square Park, the district's crown jewel.**

- Professional looking site
- Colorful and happy
- Events are front and center
- Pulls viewer in



FLATIRON NOMAD

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.

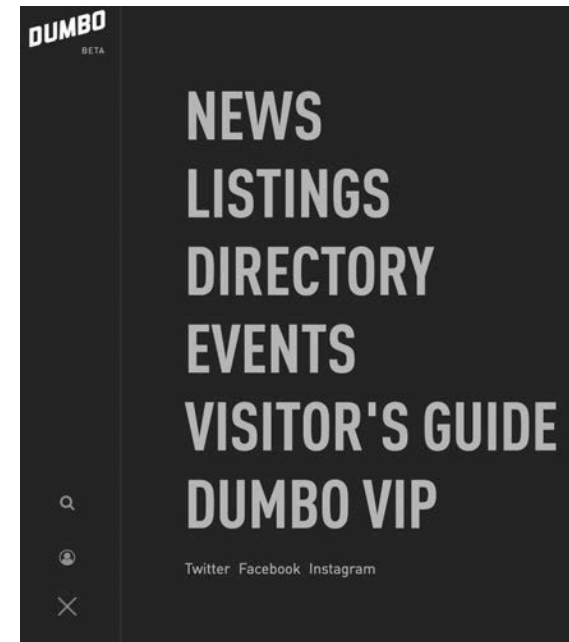
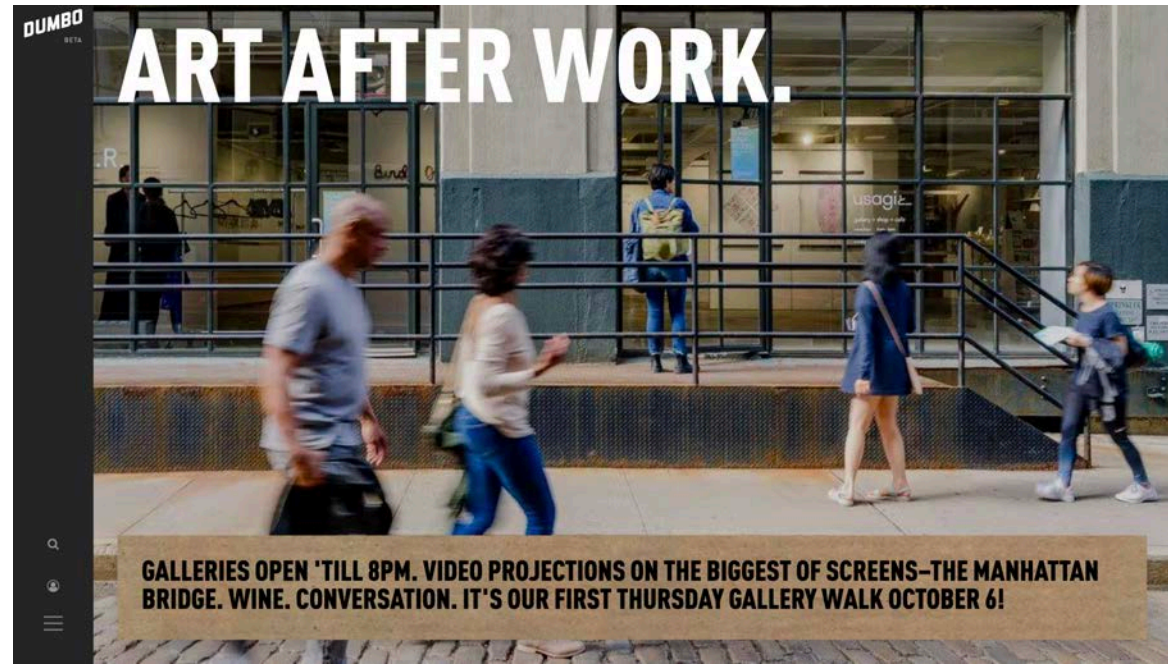
Home to a range of retailers and employers, cultural and educational institutions, and a thriving residential community, the Flatiron NoMad Business Improvement District (BID) is a center of activity. From **neighborhood enhancements and community building initiatives to the championing of district businesses**, we celebrate the quintessential New York attitude with a contemporary edge.

- Very clean site
- Design focused
- Videos integrated
- Info is organized, easy to find



DUMBO

- Professional, clean website
- Modern design format
- Geared towards visitors/tourists
- Beta Version
- No 'About' section
- Missing pages



14th Street BID



Story

To say the least, 14th Street is important. It is a boundary, marking the divide between uptown and downtown. After the 9/11 terrorist attacks, the street acted as a barricade restricting access to downtown Manhattan. This in combination with its ideal location made the street an important landmark that any NYC resident can recognize as a prime point of interest. Spanning an intimidating 2 miles from the Hudson River to the East river and covering four postal codes (10014, 10011, 10003, 10009), the street is easily one of the longest on the island. Located along the 2 mile trek is a plethora of buildings and businesses, making it a commercial street by NYC's Zoning department.

Thanks to the sheer size and large quantity of businesses, 14th Street shows great promise for being an equitable street with a strong, connected community. A Business Improvement District for the area would not only help connect people to commerce in the area but also help make the strip of land between the Hudson and the East rivers be a place of exciting events and strong culture.

Goals

14th Street Goals:

- Improve the 14th St. business economy
- Increase awareness of 14th St. BID
- Connect businesses like:
 - *restaurants
 - *shops
 - *services
 - *community events

Project Goals

- Improve 14th St. BID brand
 - *Logo
 - *Defined Branding (aesthetic)
 - *Promo strategy
 - *x1 print promotion
 - *x1 website content

Target Audience

Primary TA:

- New Yorkers
- 14th street community members
- 14th residents, adults and kids alike
- 14th St. Businesses owners
- Aspiring 14th St. Business owners

Secondary TA

- Tourists, ages 18 to 45
- Anyone visiting 14th street
- Commuters passing through
-

Design Work

Only a few examples of 14th Street BID work so far

- Logo
- Basic website design

Site needs:

- More pages
- More 14th St. Info
- Goals clearly communicated
- Contact/Suggestions page

Social Media

Instagram

- No posts, currently empty
- Needs updating
- Needs specific schedule

Twitter

- Mostly reposts of community
- Infrequent (due to manager or no events?)
- No Facebook
- Start of website
- Nothing linked together

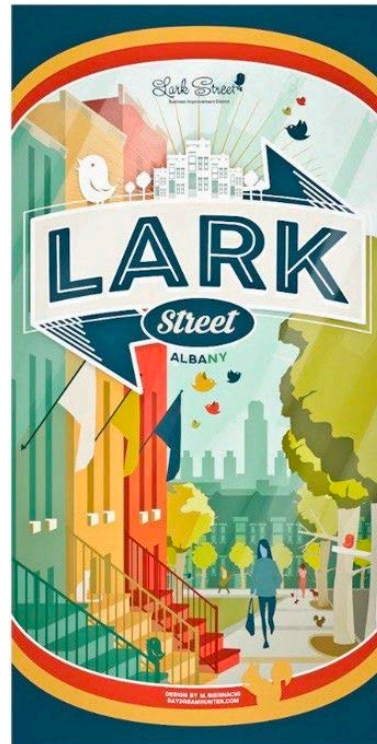
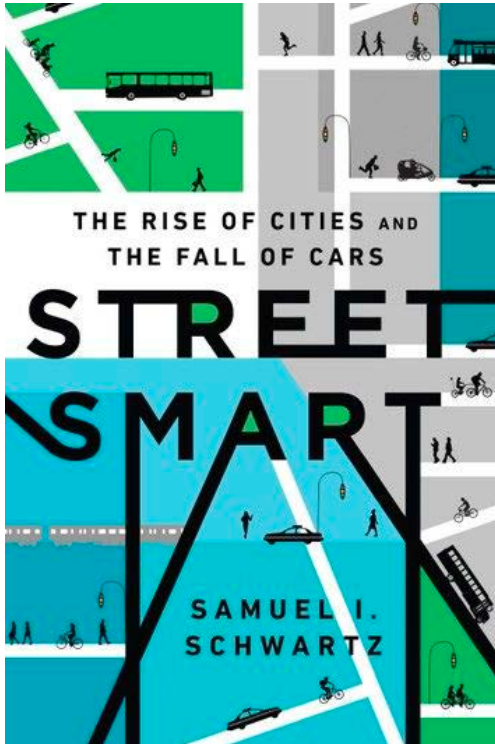
Marketing

None found so far, fresh start is needed.

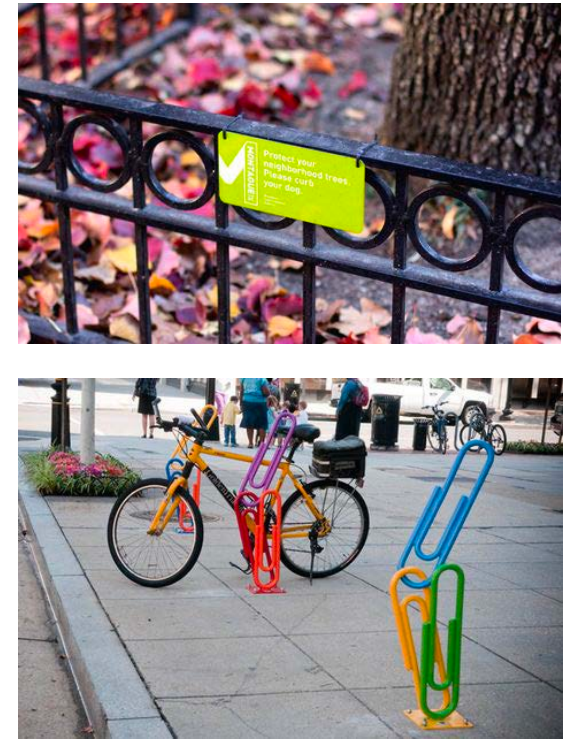
- Establish strong website and social media platforms
- Direct traffic to a social media platforms
- *popularity of social media = easy to find info
- Connecting/introducing businesses owners
- Make events for all age groups
- Events schedule
- Subway Ads?

Mood Board

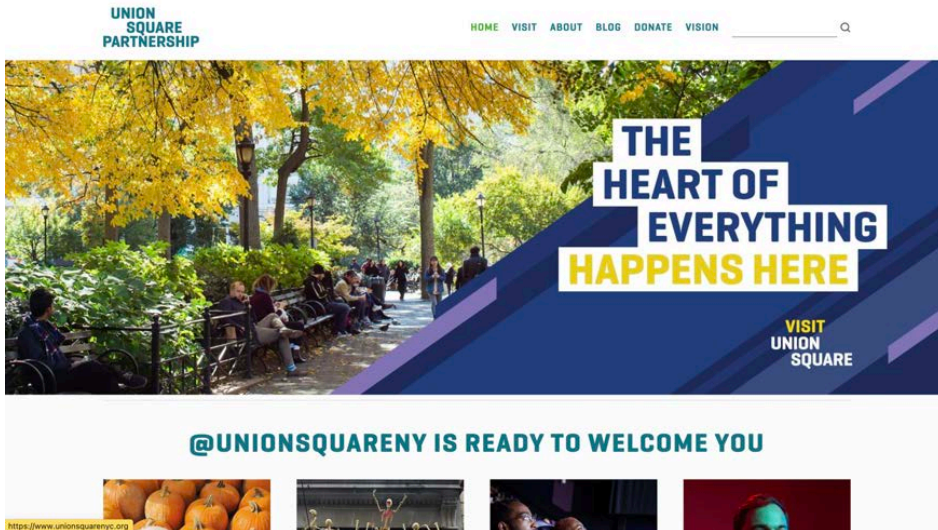
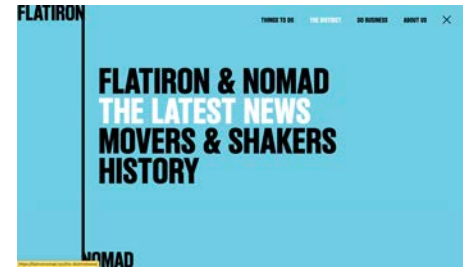
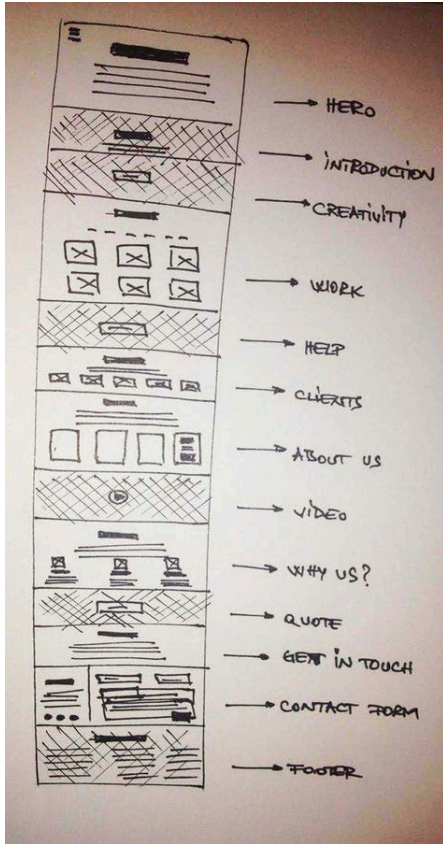
Postcard-Style Banners



Integrated Art



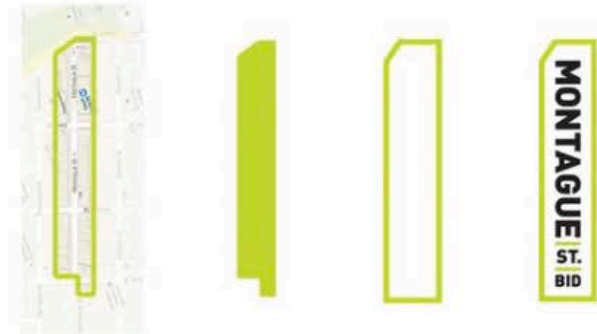
Site Design



THINGS TO DO THE DISTRICT DO BUSINESS ABOUT US

Where New York Meets New York

Branding (Pentagram)

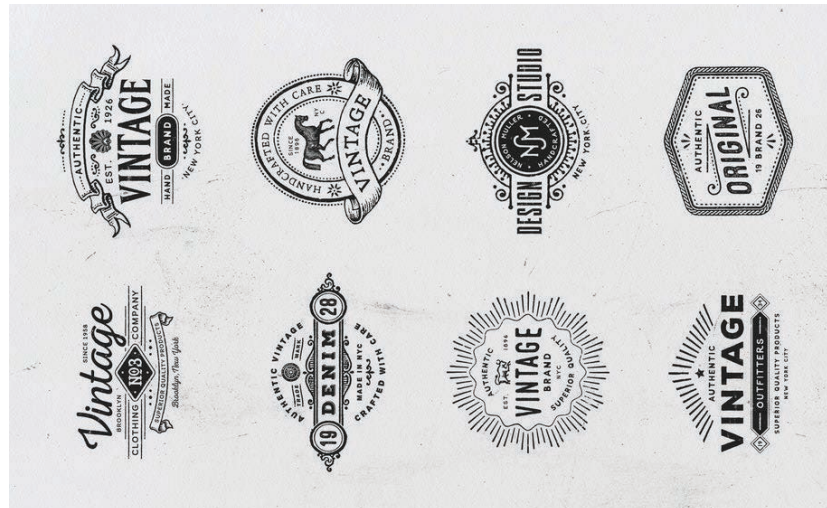


Logo Design

FLATIRON NOMAD



4th
BID St.



Questions?

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