



GRAND CENTRAL PARTNERSHIP

**THE WORKING HEART
OF MANHATTAN**



*“Any city may have one period of
magnificence..., but it takes a real one
to keep renewing itself...”*

— A. J. LIEBLING

The Grand Central Partnership’s mission is to beautify, support, and promote the Grand Central neighborhood; to keep it clean and safe; and to ensure that it continues to be one of the world’s most vibrant urban centers.

Midtown Manhattan businesses and property owners created GCP in the mid-1980s, first as a volunteer civic group charged with revitalizing our Midtown neighborhood, and later as a formal corporation responsible for managing the Grand Central Business Improvement District. A non-profit organization, GCP operates under a renewable contract with the City of New York and is authorized to collect special assessment fees from commercial property owners to fund supplemental public services. The company also raises grants and solicits donations to support its mission.

GCP was one of the first Business Improvement Districts in the United States, and today it is one of the largest in the world. Together with its public and private partners, GCP has been at the center of amazing changes, and continues to innovate for the future.

An aerial night photograph of the New York City skyline, showing a dense cluster of illuminated skyscrapers. The Chrysler Building is prominent in the upper right, and the Empire State Building is visible in the lower left. The city lights extend to the horizon, with bridges visible in the distance.

THE GRAND CENTRAL PARTNERSHIP

Welcome to the neighborhood! The Grand Central Partnership (GCP) works day and night to help keep it running on track and at peak performance.

For most people, a day in the neighborhood begins when commuters and shoppers arrive each morning. But for GCP, it starts much earlier, when our Sanitation staff fans out through the district, emptying trash receptacles, cleaning up litter, sweeping the sidewalks. In fact, GCP never sleeps. Long after the last workers and night owls leave, we're still awake, scrubbing, polishing and getting ready for the next day. You may not always notice our teams, but a million daily visitors see the results in a neighborhood that consistently wins kudos for cleanliness.

That's not all GCP does. Our Public Safety team helps keep the neighborhood exceptionally safe, while our horticulture professionals refresh the spirit with award-winning floral displays. Tenants and property owners appreciate our promotional programs, planning support, and trouble-shooting assistance. And our taxi dispatchers and tourist greeters make life in the neighborhood friendly and efficient. Around the clock, GCP's staff works to keep the Grand Central neighborhood clean, safe, attractive, and exciting.

getting ready for the rush

Sanitation teams begin early and go all day. Scores of uniformed GCP Sanitation personnel are deployed, emptying approximately 300 public trash receptacles, sweeping sidewalks, cleaning surfaces, and removing discarded objects.

Each year, we pack an average of 2,200 tons of garbage into 130,000 trash bags and haul it away.



SETTING THE SCENE



1,000,000 people daily

Transit makes the district tick. More than 1 million people pour into the district each day, by train, subway, bus, autos, taxi:

›Subways:



›Metro-North Railroad lines into the Grand Central Terminal:

The Harlem, Hudson and New Haven lines

›Plus 34 New York City Transit bus lines, Newark and New York Airport Bus Service, dozens of private bus lines, and thousands of taxis and private car services.



People are the fuel that powers the neighborhood. The first commuter train pulls into Grand Central Terminal at around 5:30 AM. Throughout the morning, commuters continue to flow in, by train, subway, bus, taxi, car, and on foot. By midday, a crowd the size of St. Louis, Pittsburgh and Cincinnati combined has converged on Midtown Manhattan.

Of the million or so daily visitors, most come to work at one of tens of thousands of businesses in the neighborhood. Many come to visit a cultural institution, seek out a world-class restaurant, or shop among our 900 retail stores and boutiques. Business travelers and tourists alike will unpack their bags at one of more than thirty luxury hotels in the greater Grand Central neighborhood.

It's the daily surge of people that makes the neighborhood an endlessly exciting place: a neighborhood that exemplifies New York at its dynamic best.



sprucing up the neighborhood



GCP?

GCP's Capital Maintenance division oversees an ambitious program of streetscape improvements and upkeep. Street furniture and lighting are a special focus. A few highlights:

- › 500+ streetlight and traffic light poles with advanced, brighter white-light lamps
- › Dramatic floodlighting of Grand Central Terminal
- › Illuminated streetsigns for increased visibility



think green

Horticulture is one of GCP's most visible and cherished programs. We plant, water, weed, clean, and constantly refresh our plantings. We're proud that our urban gardening has won top prizes in local and national competitions.

- › Sidewalk planters: more than 500
- › Elevated baskets: almost 150
- › Trees: 250 including 210 in our sidewalk tree pits
- › Typical tree species: London Plane, Ornamental Pear, Little Leaf Linden, Locust, Japanese Sophora
- › Typical flowers: tulips, chrysanthemums, wave petunias, impatiens, begonias, canna, banana plants, asters

POWER NEXUS



A global center of commerce and trade, our neighborhood concentrates as much economic activity as you'll find anywhere. Global industry pace-setters in real estate, law, insurance, and advertising work next door to pharmaceutical and consumer products leaders like Pfizer and Colgate-Palmolive, financial titans JPMorgan Chase, Bear Stearns, and CIT Group, consulting giants like PricewaterhouseCoopers and Booz Allen Hamilton, as well as countless large and small firms providing specialized goods and services.

The Grand Central neighborhood provides 70 million square feet of commercial space for tens of thousands of commercial tenants. That's the equivalent of downtown San Francisco and downtown Oakland combined, all concentrated within a walkable one-half square mile.



11:00 A.M.

70,000,000 sq. ft. of office space

plans and promotions

The Grand Central neighborhood is home to tens of thousands of major tenants, including **15% of the top 200 publicly held companies*** in the entire New York area.

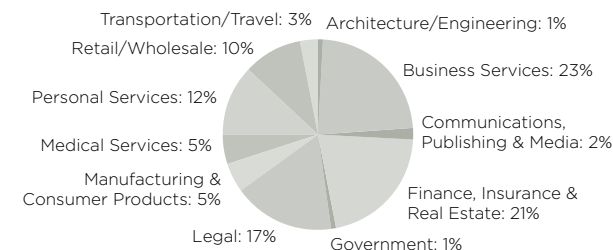
15 Fortune 500 companies are headquartered within GCP's district boundaries and dozens more just outside.

*Crain's New York Business

Some major corporate headquarters located within GCP's boundaries:

Citigroup
JPMorgan Chase
MetLife
Pfizer
Alcoa
TIAA-CREF
Bristol-Myers Squibb
Bear Stearns
Colgate-Palmolive
Omnicom Group
CIT Group

Grand Central Partnership Commercial Tenants by Sector
Source: CoStar (based on a sample of 4,561 tenants in the BID)





The district's dynamic atmosphere nurtures creativity of all kinds: techies and teachers, shopkeepers and shirtmakers, restaurateurs and reporters all rub shoulders here. The flow of energy and ideas is constant, the diversity stimulating.

The Grand Central neighborhood also offers businesses a wide range of support services, all conveniently located within a few blocks in any direction. Messengers, printers, technicians, repair specialists, caterers, copy editors, and almost anything else you can think of, are just minutes away. And whether you're meeting in person or electronically, state-of-the-art fiber optics, plus multiple transportation links, make it easy to connect to the neighborhood or the world.



networking and noshing

GCP's Corporate Affairs and Special Events divisions promote the Grand Central neighborhood as an appealing place to work, live, and visit.

To support the vitality of local businesses, our staff offers promotional assistance, governmental liaison, and guidance for small and large businesses. We provide a range of support services, from neighborhood maps and guidebooks to special events, that help attract clients, colleagues, and customers.

Each summer, GCP brings new life to under-used urban plazas and courtyards, filling them with the sounds of music in a series of free lunchtime concerts.

Concert audiences and passersby can hear an eclectic selection of musical styles, including Blues, Doo-Wop, Salsa, Jazz, Funk, Reggae, Rock, R&B, Calypso and more.



GCP

GLOBAL MARKETPLACE



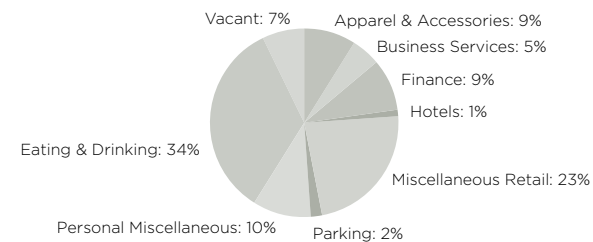
Almost any hour in the Grand Central neighborhood is a perfect time for shopping. Our streets are lined with shops and merchandise sure to tempt fashionistas and families alike. Premier retail names like Brooks Brothers, Lord & Taylor, Paul Stuart and Michael C. Fina complement a diverse assortment of international brands and independent merchants to create a retail roster rivaling the world's great shopping districts. In fact, with almost 900 retail establishments, the Grand Central neighborhood offers a dazzling array of treasures. You're sure to find what you're looking for, from Audis to zinfandel.

a dazzling array of shopping

GCP's Retail & Tenant Services program supports neighborhood businesses by providing data and offering access to a built-in local customer base. We work closely with restaurant owners and store managers to publicize new store openings and special offers, create sponsorship opportunities, and devise marketing strategies and promotional plans that reach targeted audiences.

We also foster relationships between local businesses and city government, making sure the needs of all parties are addressed. Our staff provides information on laws and regulations to neighborhood retailers and ensures that local officials are responsive to their questions and concerns.

Grand Central Partnership Retail Businesses by Category
Source: GCP Annual Retail Survey



INTERNATIONAL DESTINATION

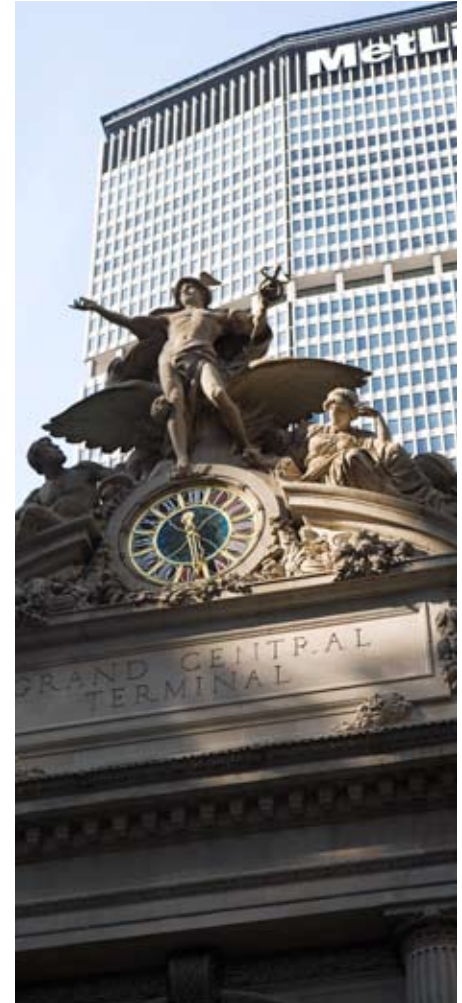


2:00 P.M.



Boasting a myriad of attractions, the Grand Central neighborhood is a magnet for visitors. Marvels include dozens of classic skyscrapers that epitomize Manhattan glamour, including the Chrysler Building, an Art Deco gem. There are contemporary classics, too – like Citigroup Center, with its distinctive angled top, or the Seagram Building, a modernist icon. Charming boutiques bring the towering neighborhood down to a human scale, while the many consulates add an international flavor.

One of the greatest attractions is Grand Central Terminal itself. Its teeming concourse symbolizes the egalitarian essence of New York. But on the Terminal's facade, the ancient gods hold sway: Mercury the messenger and god of commerce, flanked by strong Hercules and wise Minerva, all supported by an enormous and elegant clock face. Far below, a bronze figure of old Commodore Vanderbilt gazes down Park Avenue. This hard-charging, yacht-racing businessman created the railroad that built the Terminal that made the neighborhood.



1,000,000+ visitors per year

GCP's Visitor Services program makes tourists and New Yorkers alike feel at home while introducing them to the wonders of the Grand Central neighborhood. Our multilingual greeters operate sidewalk information carts and an information window in Grand Central Terminal, dispensing maps, directions, and recommendations. Our greeters have fielded more than 10,000,000 inquiries since the program was launched in the early 1990s.

Languages spoken by GCP's tourist greeters:

Bengali	Hebrew
Chinese	Hindi
(multiple dialects)	Italian
Czech	Korean
Danish	Portuguese
English	Russian
French	Spanish
German	Urdu
Greek	



GCP

WONDERS OF THE WORLD



GCP

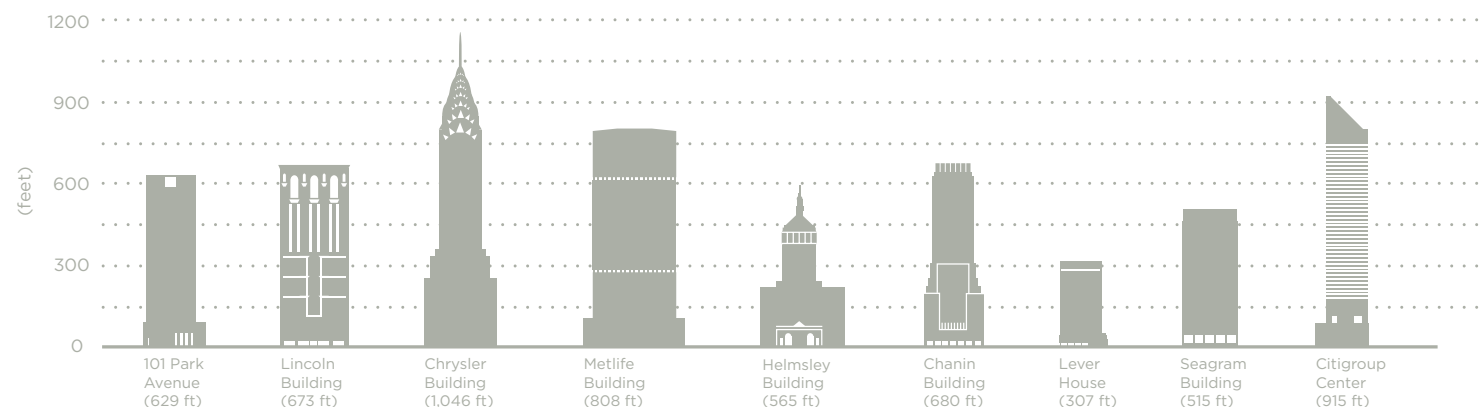
In 1871, when the first Grand Central Depot was completed, 42nd Street was actually the northern edge of town. But the city was growing by leaps and bounds. By the mid-1870s, fashionable people were moving to what is now Midtown, and the neighborhood kept changing. After the completion of the new Grand Central Terminal in 1913, a new wave of development began, and soon tall office buildings sprouted everywhere, soaring spires with wedding-cake tops and a wealth of ornament to delight owners and office workers alike. By 1931, Midtown Manhattan boasted the world's two tallest skyscrapers. Still Midtown continued to grow and innovate. Corporate headquarters multiplied, and the neighborhood became a proving ground for each new advance in commercial architecture, from international modern to post-modern and beyond.



a rich and storied history

an abundance of landmarks

Meet Justin Ferate, GCP's legendary tour guide, storyteller, and walking encyclopedia of local lore. With a scholar's passion, a toastmaster's timing, and a crack reporter's nose for the story, Justin treats visitors every Friday afternoon to an insider's look at the Midtown most people don't know. Stops along the way include Grand Central Terminal, the Chrysler Building and other architectural icons, with Justin delivering a monologue peppered with an eclectic mix of history and trivia. According to the *AAA Guide to New York*, it's the city's best walking tour.





keeping it moving

- Completed in 1982, **101 Park Avenue** is one of the few buildings that break with the Midtown street grid.
- The 49-story tower's plan is rotated at 45° to create a striking presence and an inviting public plaza.
- The **Lincoln Building** features an original statue of Lincoln by Daniel Chester French in the lobby, the model for the epic sculpture in the Lincoln Memorial in Washington.

The **Chrysler Building's** stainless steel spire was hidden within the building during construction. When it was hoisted up in November, 1929, it briefly made this the world's tallest building, at 1,024 feet.

The **MetLife Building** is the largest in the district, with more than 2.7 million square feet of commercial space.

Built in 1929, the **Helmsley Building** features an elaborate roof topped by a copper-clad cupola, which is brightly illuminated at night.

Some of the city's most extravagant exterior and interior Art Deco ornament is at the **Chanin Building**. The lobby features gilded brass sculptural reliefs representing "The City of Opportunity."

Both **Lever House** and the **Seagram Building** were world-renowned statements of American modernism when they were built in 1952 and 1958.

The unique 45° angle slanted top of the **Citigroup Center** was originally planned to carry solar panels. Its 59 stories are carried by four huge 114-foot columns.

The yellow cab has become an emblem of New York, with 13,000 registered taxis in the city.

GCP's taxi stand, which operates at the corner of East 42nd Street and Vanderbilt Avenue from early morning to late at night, seven days a week, is staffed by uniformed GCP taxi dispatchers, and serves an average of more than 1,200 taxi riders every day.

PULSE OF LIFE



Rome has its piazzas, Paris its cafés. But in New York, every corner presents another exciting experience – a chance encounter that can change your day, and maybe your life. On any given afternoon, you'll find a diverse crowd: accountants rushing to meetings, bankers heading home, construction workers welding steel to steel, shoppers and tourists enjoying the bustle.

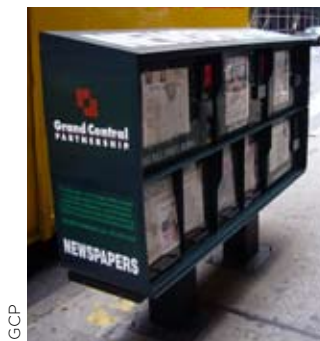
For afternoon strolling or window shopping, the neighborhood can't be beat. In warm weather, outdoor concerts add to the energy. In winter, holiday carolers stroll the sidewalks. With its unique combination of great architecture and streetlife, it's no wonder the Grand Central neighborhood has become a staple of the movie, television and advertising industries. Countless film and photography crews use this impressive backdrop when they want to portray that unmistakable only-in-New York experience.

Our streets offer serenity too: intimate pocket parks and landscaped plazas where the traffic quiets to a hum, sidewalk cafés where you can slip out of the current and watch it all flow by.



the roar of the avenues

GCP's unique multi-publication newsracks offer an array of free and paid titles at more than 100 convenient locations. These boxes replaced the old jumble of individual boxes that were chained to lampposts throughout Midtown. More than 50 publishers voluntarily take part in this innovative program, greatly reducing sidewalk clutter.



GCP

GCP's Capital Maintenance division is responsible for much more than newsracks and lighting. Our comprehensive streetscape program also includes:

- ›691 regulatory sign poles
- ›210 ornamental tree pits
- ›165 granite street corners
- ›136 rooftop lights
- ›67 bicycle racks
- ›29 benches

café society

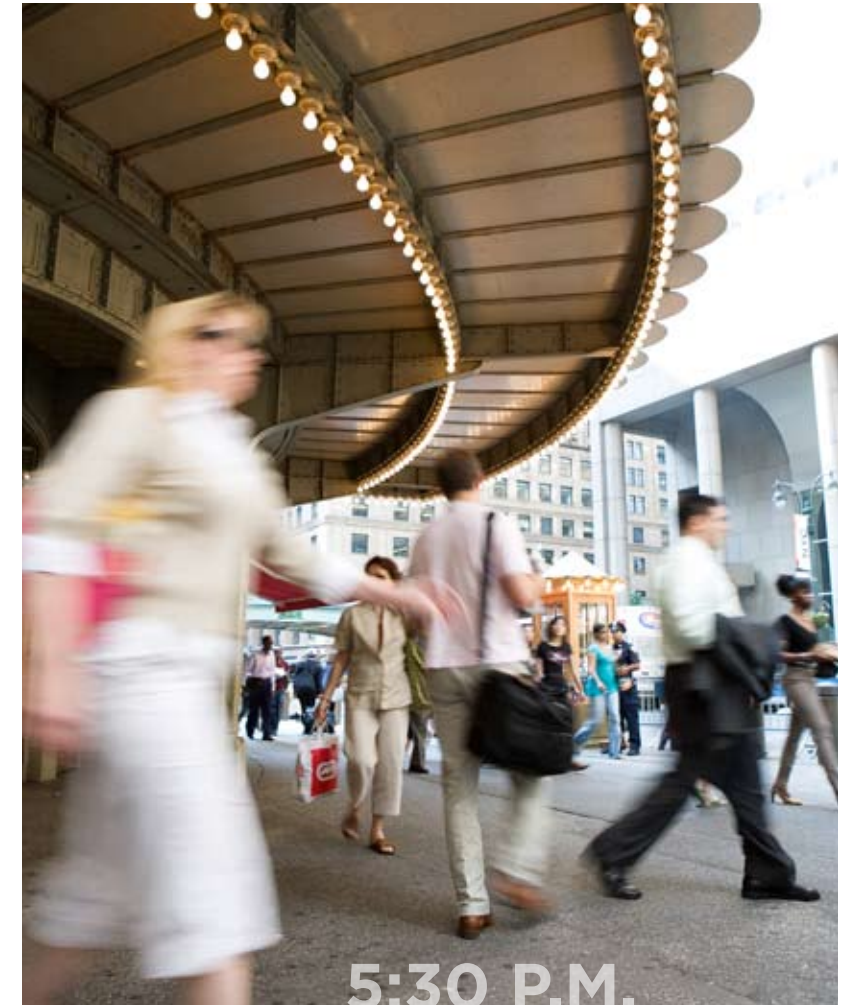
GCP's commitment to creative economic development led to the transformation of dingy storage space under the Park Avenue viaduct into a vital social scene. GCP entered into a lease agreement with the City of New York, then solicited proposals from noted restaurateurs, and oversaw a process that eventually led to the opening of Pershing Square Café. With the cooperation of local authorities, the adjacent roadway became Pershing Square Plaza, a traffic-free public oasis with public seating that shares space with the Café's outdoor dining area during warmer months. The plaza has also become a unique open-air venue for events, promotional activities, and musical performances.



pedestrian river



grace notes for a busy thoroughfare



constant ebb and flow

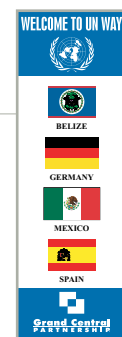
To celebrate two great New York neighbors, GCP created these special streetscape treatments.

Library Way leads westward along East 41st Street to the New York Public Library. A sequence of 96 bronze plaques created by sculptor Gregg LeFevre present quotations from great literature selected by experts from the Library and *The New Yorker* magazine.



© Gregg LeFevre

U.N. Way was created in 1995 to commemorate the 50th anniversary of the United Nations. On East 43rd Street, a procession of street pole banners leads eastward to the United Nations, displaying each of the member nations' flags.



CHANGING TEMPOS



As the day winds down, the neighborhood offers new possibilities. Some dress for black-tie receptions or hurry to business dinners. Others unwind at the gym or pamper themselves with a visit to a spa. There are plenty of opportunities in the area to catch up on errands: resoling a favorite pair of shoes, trying on the latest fashions in eyeglass frames, or window shopping for birthday gift ideas. For those who are heading home, whether that walk takes them to a high-rise apartment building or a commuter train platform, they can find everything they need along the way – from salmon and sauvignon for dinner to the latest best-selling novel for bedtime reading.

attention to detail

All day long, GCP's Sanitation staff removes graffiti and illegal stickers, powerwashes sidewalks and granite street corners, removes discarded milk crates and shopping carts, and even washes the street signs. We make one of New York's busiest neighborhoods also one of its cleanest.

Since 2000, quarterly ratings reports from the Mayor's Office of Operations have regularly awarded perfect scores to GCP for both street and sidewalk cleanliness.



specialty shops around





delicacies to go

a reassuring presence



GCP's retail support programs and promotional activities include a great number of gourmet food purveyors, including the shops of Grand Central Market. Located at street level in the Grand Central Terminal, the Market has not only made delicacies readily available to commuters, it's helped make the renovated Terminal the heart of a dynamic neighborhood. Its many specialty food stores form the nucleus of the rich and varied retail community GCP serves.

GCP's uniformed Public Safety officers patrol the streets from early morning to late at night, 365 days a year. Each year, they log tens of thousands interactions with the public, ranging from providing directions to thwarting crimes in progress. Our officers provide a reassuring presence to supplement the city's law enforcement teams and help to make New York one of the safest big cities in the world.

INTO THE EVENING



relaxing at the end of the work day

GCP's website, dining guide, and promotional events help market the neighborhood's culinary and cultural offerings, an ever-growing array of quality and choice.

- › Almost 150 full-service restaurants.
- › Nearly 50 bars and lounges.
- › More than 30 hotels.

Grand Gourmet—The Flavor of Midtown

More than 30 top restaurants participate in GCP's annual celebration of great food in Grand Central Terminal's Vanderbilt Hall, and more than 1,000 guests enjoy their creations. Proceeds from the event help GCP support homeless services in the Grand Central neighborhood.



working into the night

Stocks change hands in Singapore and Shanghai. Deals close in Delhi and Dubai. The world doesn't go to sleep, and neither does Midtown. The round-the-clock activities of GCP help make the neighborhood a comfortable place to work the night shift. While local businesses are burning the midnight oil, so are we, making sure our community is clean and safe, no matter what the hour.



As the sun fades, the bright lights of Midtown shine on. It's nighttime in the city, but it's morning in Madrid and midday in Tokyo, and so the Grand Central neighborhood is still open for business. High above Park Avenue, lawyers are polishing a brief, while on East 43rd Street traders are talking to clients in another hemisphere.

At street level, the mood shifts as local watering holes fill with the sounds of laughter, Midtown workers mingle with visitors, and the vitality of the neighborhood extends into the evening hours. A hotel on Madison Avenue is hosting a convention; on Lexington, a reunion is getting underway. A young couple is enjoying candlelight and conversation in a rooftop lounge on East 41th Street; a family on vacation is checking into their suite a few blocks away. From sports bars to haute cuisine, intimate nightspots to diplomatic dinners, boutique hotels to five-star accommodations, the neighborhood offers a full range of dining, traveling, and entertainment options.



sparkling nightlife

During the holidays, the radiance of Midtown's lights is enhanced by special decorations and activities. Wreaths, banners, and choirs of carolers, all sponsored by GCP, bring holiday cheer to our streets and sidewalks.



GCP



8:00 P.M.

a wealth of accommodations

Some of the best of New York's 80,000 hotel rooms are to be found within the Grand Central Partnership's boundaries. Business travelers and tourists alike can choose from a wide range of accommodations and feel at home in our bustling neighborhood. In addition to promoting special packages and events, GCP works closely with hotel concierges to assist guests and help them navigate our neighborhood.



Our mission is to keep the Grand Central neighborhood safe, clean, convenient, and attractive, and to keep finding new ways to enhance and support one of the world's preeminent business districts. From our pre-dawn cleaning to our special after-hours security patrols, GCP continues to be a 24-hour operation working for the many diverse stakeholders of Midtown Manhattan.

Grand Central Partnership

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