DISTRICT AT A GLANCE

- Classic lofts, modern offices, and convenient transit
- Artist Studios, Galleries, and Public Art Installations
- TAMI Companies, Finance Firms and Marquee Designers
- 123,545 employees
- 2,245,713 sq. ft. retail

And it's all right here in the middle of Midtown!
562,879 daily riders at Garment District subway stations

6,061 businesses

2,245,713 Artist Studios, Galleries, and Public Art Installations

33 hotels

Fifth Avenue, Times Square, Herald Square

240 eating and drinking establishments

And it’s all right here in the middle of Midtown!
The Garment District is flourishing with growing businesses, residents, fine dining and hotels.
In the past year, five of our local businesses made the Crain’s Fast 50 list of NYC companies with exponential revenue increases, and private employment in the district was recorded to be at a 20 year high. Eateries like District Tap House, Beer Authority, Madman Espresso, and Gregory’s Coffee launched second locations in the neighborhood; four new hotels opened their doors; and marquee businesses like WeWork, Appboy, and PostWorks NY signed major lease deals. This was also the district’s busiest year for construction development, a trend that is likely to continue, as five more hotels are slated to open next year, and reports are that an 80 story skyscraper is in the works.

There is no doubt, the Garment District is thriving. And, as the Garment District Alliance works to support the district’s evolution and growth, we continue to explore inventive ways to increase our effectiveness, expand our programming and reach new audiences.

This year, we:
» experimented with decking the Garment District Plazas to improve surface conditions,
» got creative with our garbage mitigation strategies,
» expanded summer hours for our core services,
» developed a distinctive lighting scheme for our avenues,
» successfully advocated for the Garment District Plazas to be made permanent,
» brought two notable public art installations to the plazas,
» developed a new suite of marketing tools for brokers and owners,
» created two promotional videos,
» and hosted our 12th Arts Festival.

It has been another busy year for the Garment District Alliance, and, as always, our work would not have been possible without our partners, the Garment District business tenants, property owners, residents and the City of New York. As the neighborhood continues to evolve, we look forward to continuing to work with all of you to build upon what we have accomplished and make the most of new opportunities.

Barbara Blair Randall
President
SAINTATION
Our 30 member clean team is on the job seven-days-a-week. Hours of operation are 7:00 am – 6:00 pm, Monday through Friday, and 8:00 am – 4:00 pm on weekends. In 2015, we expanded services during our peak traffic months of April through October, with the addition of four seasonal staff members, allowing the Alliance to begin sanitation operations at 5:00 am. In addition to sweeping streets and sidewalks, our clean team regularly handles a variety of maintenance duties.

Creative Solutions
As pedestrian numbers increased in the Garment District, especially on the plazas, it became difficult for NYCDOS to keep pace with the increased trash within its regular pickup schedule. Two years ago, to alleviate the problem, the GDA added additional trash pickups throughout the work day, during the warmer months, that are handled by a private contractor.

This year, we created two dedicated “trash corrals” on the edges of the plazas, which allow us to store and conceal trash bags until they can be picked up by the city or our contractor. The result has been a noticeable reduction in the number of bags stacked on corners.

2015 STATS
100% scorecard ratings for streets and sidewalks
1,021,200 lbs. of trash collected in 83,594 GDA logo trash bags
1,897 stickers removed
654 streetscape elements painted
652 items power washed
489 instances of graffiti removal
45 reports to NYC 311
Our Public Safety Officers assist the public with directions and first aid, as needed. In 2015, our PSOs responded to 137,742 public inquiries.

PUBLIC SAFETY
The Alliance has a seven-day-a-week public safety program that is staffed by 23 Public Safety Officers. Hours of operation are 8:00 am – 7:00 pm weekdays, and 8:00 am – 4:00 pm on weekends. During peak traffic months, April through October, our expanded weekday hours increase to a 5:00 am start time.

Criminal activity continues to be low in the Garment District, down 4% in 2015 from the previous year, and down 80% overall since the GDA began offering public safety services in 1994.

To keep current with law enforcement and quality of life issues, our public safety supervisors attend the Midtown Community Court and NYPD Shield Meetings, while our PSOs receive counter terrorism, CPR and first aid training.

HOMELESS OUTREACH
Through a contract with Urban Pathways, the Alliance provides outreach services on weekdays, from 8:30 am to 4:30 pm, and two weekend days per month. Working closely with our public safety department, the outreach team regularly approaches individuals in need, offering access to food and shelter, healthcare, counseling and other supportive services.

Increased homelessness and panhandling were a challenge for the Garment District this past year, as they were in neighborhoods all over New York. Our number of outreach contacts nearly doubled in 2015, however individuals who have mental illness or substance abuse issues are often resistant to accepting services, and their rights to remain on the street are protected by law. This very frustrating set of circumstances impacts quality of life in the Garment District, and leaves this most vulnerable population without critical treatment.

Nevertheless, our outreach team and PSOs make continued efforts to establish a rapport that we hope will ultimately lead to better circumstances for these individuals, and we were gratified to be able to place 23 individuals into shelters, hospitals, substance abuse programs or supportive housing in 2015. We continue to meet regularly with representatives of NYC Homeless Services, NYPD, the Manhattan District Attorney, and other BIDs to discuss strategies for mitigating homeless conditions.

Previous page: GDA sanitation team keeps streets and sidewalks clean. Left: GDA Public Safety Officers are neighborhood ambassadors. Above: GDA outreach team from Urban Pathways offers services to those in need.
GARMENT DISTRICT INFORMATION KIOSK

After being closed all summer due to the reconstruction of the adjacent plaza, the Garment District Information Kiosk reopened last fall, offering self-service access to our website, dining directory and comprehensive database of Garment District businesses, along with local and NYC tourist information.

The Information Kiosk is open to the public 8:00 am – 5:00 pm during the week and 8:00 am – 4:00 pm on weekends. Information may also be accessed 24-hours-a-day at garmentdistrictnyc.com.

NETWORKING

The Alliance hosted two exclusive Garment District Networking Nights this year, in partnership with some of our new bars and lounges. These happy hour events, which included complimentary beverages and hors d’oeuvres, were open to Garment District Alliance members, and offered a great way to introduce some of our newest eating and drinking establishments. Our thanks to Juniper Bar and McGettigan’s NYC for hosting these popular events.

NEWSLETTERS

Bi-monthly email news and quarterly print newsletters keep our members informed of important notices, as well as district news, special offers and events.
Through social media and networking events, we bring the Garment District community together.

GarmentDistrictNYC.com is a popular source for Garment District news and information, with 900,000 page views and 80,000 business tenant database queries in 2015.

SOCIAL MEDIA

The GDA’s active social media presence continues to grow. Our followers now include:

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<th>Followers</th>
</tr>
</thead>
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<tr>
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This winter we launched our new #GarmentDistrict campaign to encourage social media activity.

GARMENTDISTRICTNYC.COM

Our website is the comprehensive source for Garment District news and information. In addition to offering our business and dining directories, the website also includes special features, such as walking tours and real estate information, coverage of GDA arts programming, and information about special offers and events.

THE MAP

Our popular district MAP was updated and reprinted for distribution at the Information Kiosk. It is also available for download from garmentdistrictnyc.com. The MAP includes information about places to go and what to do in the Garment District, from gourmet coffee shops and lunchtime cafes, to shopping, fine dining and cocktail lounges.
MARKETING
We promote the Garment District neighborhood and businesses to our members, potential tenants, visitors and real estate brokers.

GDA MARKETING COMMITTEE
The Alliance has assembled a new ad hoc Marketing Committee to assist in getting our message out to the real estate community, business tenants, property owners, the press, elected officials and tourists that this is a NEW Garment District, complete with a mix of interesting businesses, modern spaces, hotels and dining.

Our messaging goals are to communicate the positive changes taking place here, highlight the district's assets, promote our tenant businesses and neighborhood happenings, and to keep our constituents informed of our programs and services.

The committee consists of property owners, business tenants, Alliance Board members and other interested parties, including: Patrick Redmond (Committee Chair) of Neoscape, Jennifer Austin of the Distrikt Hotel, Robert Barletta of The Marino Organization, Tom Corsillo of The Marino Organization, Gail Donovan of Eastern Consolidated, Steven Hidary of Hidrock Realty, Zach Pomerantz of American Realty Capital, Fred Posniak of Empire State Realty Trust, Jason Saltzman of Alley NYC, Bob Savitt of Savitt Partners, Bill Silverman of Otterbourg, Jessica Thomas of Neon an FCB Health Company, and Britney Ziegler of the David Burke Group.

MIDTOWN MARKETING COMMITTEE
The Alliance participates in the Midtown Marketing Committee, along with representatives from a number of other Midtown BIDs, hotels, retailers, restaurants and tourist attractions. This initiative is the brainchild of the marketing staff at the Empire State Building, who convened a group with the common interest of promoting Midtown’s tourist amenities.

With funding from ESB, the group engaged Digital Natives to develop an app to help tourists navigate Midtown and experience all it has to offer. When it launches in Summer 2016, the app will be offered as a link from our website homepage.

Our arts programming celebrates the creative energy in the Garment District.

**ARTS PROGRAMMING**

**2015 Arts Festival**

*Our annual Arts Festival continues* to grow each year, and in 2015 reached a combined attendance of over 5,000. This year’s Arts Festival featured 90 open studios, special performances on the Garment District Plazas by chashama, and 18 art installations throughout the district.

**GDA Space for Public Art**

*Thought-provoking art installations* can be found year-round in the GDA Space for Public Art at 215 West 38th Street. Utilizing a former ground floor retail window, the GDA offers local artists the opportunity to showcase their work in their neighborhood.

**Art on the Plazas**

*Seward Johnson* was the featured artist for last summer’s Art on the Plazas exhibition. *Seward Johnson in New York: Selections from the Retrospective* was on display during July and August, and the renowned artist’s exhibit of lifelike bronze sculptures proved to be a popular social media photo-op. During the exhibit, we further enlivened the plazas with “pop-up” programming, which included dancing flash mobs, Impressionist painting parties, and a Bastille Day cheese tasting.

*Harry S. Gordon*, the highly respected sculptor, curator, and teacher, whose works are in numerous museums, public spaces and private collections, was featured on the Plazas this winter. His installation, *Mass Medium*, consisted of five monumental granite sculptures, each weighing 25,000 lbs.
PLAZA MARKETS

Food

Our UrbanSpace Garment District food markets were held twice this year on the Garment District Plazas, in fall and spring. Offering a variety of artisanal foods, these pop-up markets continued to demonstrate their popularity with neighborhood business tenants and visitors, as lunchtime crowds remained strong.

Holiday

From November 23 through December 24, a variety of Made in New York gift items were available, along with a selection of food and beverages, at our first holiday market. A highlight of the market was a sampling event by Stella Artois, which parked its famous promotional airstream trailer at the market’s edge and offered product tastings and giveaways.

NEIGHBORHOOD PROMOTION

Expanded Marketing Tools

As interest in the Garment District continues to grow, we have expanded the Real Estate section of our website to include a robust set of tools that may be helpful to owners and brokers as they market spaces in the neighborhood, including:

» Neighborhood Stats - the most current economic data on the Garment District.
» Pedestrian Counts - weekly and monthly foot count numbers.
» Look Who's Here - maps showing notable companies in the district, categorized by business.
» Retail Opportunities Map - available ground floor spaces and leasing contact information.
» Economic Report Graphical Summary - analyses of how the district has been trending over the years.
» 2015 Annual Tenant Survey - executive summary of our annual survey that provides a complete picture of how the neighborhood changes year-to-year.
» Neighborhood Tip Sheet - quick and current economic data on the neighborhood, along with a categorized list of the notable commercial and retail tenants in the area.
» Directory of Co-working and Short Term Lease Spaces
» Promotional Videos - a series of short videos which give the flavor of the neighborhood and communicate its assets.

In addition to food markets held twice a year, we expanded our plaza programming in 2015 to include our first Made In New York holiday gift market.
Broker Events

In June, the Alliance hosted a brokers’ networking event at the Spyglass Rooftop lounge in the Archer Hotel. More than 75 retail brokers from firms all over New York came to enjoy cocktails and exquisite views, while they listened to guest speaker Joanne Podell, Vice President of Retail Services for Cushman and Wakefield, describe the exciting retail environment in the Garment District. To conclude the event, the GDA unveiled “A New Day in the Garment District,” a short video about the Garment District’s exciting mix of business tenants, retail and dining options, and the new energy that can be felt in the neighborhood.

Next up, the Alliance and CBRE will co-host a brokers’ reception at The Skylark. Bob Savitt, of Savitt Partners, will sponsor the event, which is still in the planning stages, along with Paul Amrich, CBRE Vice Chairman, and Neil V. King III, CBRE Senior Vice President, who will make remarks about real estate opportunities in the neighborhood.

ICSC New York

The GDA was an exhibitor in December at the ICSC Retail Deal Making Conference at the Javits Center. Nearly 10,000 retailers and real estate brokers attended the two day event. The GDA gathered contact information from various brokers and distributed branded maps and other collateral. In the month prior to the conference, we placed an electronic ad on the Real Deal homepage, advertising our location at the event and providing a link to our website for district information.

Above: Our June Broker Event was held at Spyglass in the Archer Hotel. Below left: Cushman & Wakefield’s Joanne Podell spoke about local retail opportunities. Below right: The GDA was an exhibitor at ICSC.
STREETSCAPE IMPROVEMENTS

Our streetscape improvements enhance the Garment District pedestrian experience for all who live, work and visit here.

PERMANENT PLAZAS

After the GDA submitted a detailed application, we received news that the Garment District Plazas on Broadway have been accepted into the NYCDOT Permanent Materials Plaza Program, which will result in critical capital investment in the plazas and increased pedestrian amenities in this public space.

The plazas were created by NYCDOT in 2008 as prototypes, and, since then, the GDA has programmed and maintained the plazas for the benefit of the community. However, the conditions of the plaza roadbed surface and lack of amenities, such as lighting, have limited the use of these spaces, and posed maintenance and safety challenges.

Permanency will allow the plazas to become more enlivened public spaces and provide a powerful economic catalyst for the neighborhood, benefiting the businesses, residents and visitors of the Garment District community. Permanent plazas will also unify Midtown by creating a continuous pedestrian experience along Broadway, from Times Square to Herald Square.

The process to design these permanent public spaces will involve community input through public meetings. And, while implementation will not be as soon as we might like, it is thrilling to be embarking on this project that will inure to the benefit of everyone in the Garment District community. Our thanks to all who wrote letters of support for this project.

Below: A vision for the Garment District Plazas
The Garment District Alliance provides, maintains, and monitors 1,500 streetscape elements.

**DISTINCTIVE AVENUE LIGHTING**

The lighting design firm of Kugler Ning was selected, through an RFP process, to design a supplemental lighting plan for the Garment District avenues and Plazas, to increase illumination and create a distinctive nighttime experience in the Garment District. Similar to our successful side street lighting program, this new plan will utilize participating building façades to light the sidewalks and plazas below. Kugler Ning has developed two prototype light fixtures that will be tested in June. The GDA thanks Steve Kaufman and Eric Gural for agreeing to allow the prototype installations on their Eighth Avenue building facades.

**STREETSCAPE ELEMENTS**

The GDA provides and maintains streetscape elements throughout the neighborhood, including:

- waste receptacles
- banners
- café tables
- café chairs
- stone benches
- planters
- exhibit signage
- tree guards and tree pit plantings
- custom parking signage poles
- stainless steel bicycle racks
- Fashion Walk of Fame medallions

We also regularly monitor city infrastructure and request any necessary maintenance for such things as:

- street lights
- mailboxes
- bollards
- fire hydrants
- catch basins

*Above: Plantings add life to our streetscape. Left: Our new lighting plan will bring distinction to Garment District avenues.*
CITY LIGHT LED LAMPPOST REPLACEMENT PROJECT

Funding requests were submitted to the offices of Manhattan Borough President Gale Brewer, Councilmember Dan Garodnick and Councilmember Corey Johnson, for the allocation of funding in the upcoming city capital budget to continue our LED Lamppost Replacement Project. This project aims to replace the three disparate lamppost styles in the Garment District with the DOT-approved LED City Light pole, which will unify the area's streetscape, provide better street lighting, and use sustainable LED technology.

Determinations regarding our new requests should be made by June 30. When funds are allocated, projects are reviewed by NYCDOT and the Public Design Commission, before being placed into the NYCDOT work order queue, a process which can take some time. An initial funding allocation of $450,000 was made for this project in FY2013 by the Borough President and NYC Council, to cover the first 25% of the replacements, which are expected to take place over the next year.

PLAZA DECKING

To enhance our holiday market experience, the Alliance and UrbanSpace experimented with decking the Garment District Plazas in the merchant areas. The decking provided a uniform pedestrian surface, which was well received by the neighborhood. As a result, plans are underway to deck all five plazas for the summer months.

Above: LED City Lights will unify Garment District street lighting. Below: Our experiment with plaza decking proved successful.
**PEDESTRIAN COUNTING CAMERAS**

This year, we added another location to our pedestrian counting system, bringing the total to 7 camera locations throughout the district and expanding coverage to capture pedestrian activity on all four avenues. Our cameras provide accurate, real-time pedestrian data, which is analyzed monthly and posted on our website. The GDA thanks the following properties for allowing camera installations: 499 7th Ave, 519 8th Ave, 561 7th Ave, 1032 6th Ave, 1033 6th Ave, 1430 Broadway and 1370 Broadway.

**APPAREL BUSINESS DEVELOPMENT**

The GDA helps local businesses learn new skills and make important contacts. Initiatives include:

- **Tools of the Trade** seminar series held in partnership with FIT and designed to help small businesses with everything from business plans to digital marketing strategies.

- **World Trade Week** program coordinated by the U.S. Department of Commerce and the Manhattan Chamber of Commerce, which promotes international business opportunities for local businesses.

- **Citysource** Expo trade show hosted by FIT and featuring local manufacturers and suppliers.

- **GDA Emerging Designer Group** meetups, offering opportunities for those who are new to the apparel industry to make contacts and share information.
ON DECK FOR
FY2016-2017

We have a number of special initiatives that are in the works.

In 2016–2017, look for:

» **Garden Party on Broadway**, as two plazas are covered in turf to simulate a summer garden experience

» **Signage Pole Replacements**, to complete the modernization of our custom parking signage system

» **Roll-out of Avenue Lighting Plan**, to illuminate facades and sidewalks

» **Intercept Surveys**, to provide data about Garment District Plaza users

» **LOCALS Exhibit** – to highlight new business tenants

» **Plaza Design Process**, to develop plans for permanent plazas on Broadway

» **2016 Arts Festival**, to celebrate the thriving arts community that helps fuel the creative energy in the Garment District

» **UrbanSpace Markets**, to enliven the Garment District Plazas with pedestrian programming

» **Expanded Hours of Public Safety and Sanitation**, to accommodate increased demand during warm weather months.

As always, information on our programs and services may be found on our website at [www.garmentdistrictnyc.com](http://www.garmentdistrictnyc.com).

LOCALS. Facing page, Top row: William Mack & Dave Wai Moy/Kings Thai Boxing; Annisa Smith & Afsara Mir/The Skylark; The community at WeWork. Middle row: Abby Weinberg/Open Land Institute; Bill Carroll/Elizabeth Foundation for the Arts; Jamie Scotto & Murray/ASPCA. Bottom row: Jazmille Batista/Trademark Taste & Grind; Caryn Neary/Bene Rialto; Rod MacCleod & Ryan Cohen/Neoscape
Coming to the Garment District Plazas in Summer 2016: LOCALS, a photographic exhibition celebrating people of the Garment District.
Our Board of Directors is a dedicated group of property owners, tenants, residents, elected officials and other interested parties.

**2015-2016 BOARD OF DIRECTORS**

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Martin Meyer

**VICE CHAIRS**
Thomas Block
Dana Comfort

**PRESIDENT**
Barbara Blair Randall

**TREASURER**
Ira Fishman

**SECRETARY**
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**EMERITUS**
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Refinery Hotel
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R/GA
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Stitch Bar & Lounge
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Gregg Bishop,
NYC Department of
Small Business Services
James Mettham - Alternate

Office of the Comptroller
Hon. Scott Stringer
Dan Campanelli - Alternate

Office of Manhattan
Borough President
Hon. Gale Brewer
Lucille Songhai - Alternate

New York City Council
Councilmember Dan Garodnick
Leah Reiss - Alternate
Councilmember Corey Johnson
Charica DuBois/Matt Green - Alternates

**CLASS E INTERESTED PARTIES**
(Non Voting)
Community Board 4
Christine Berthet, Board Chair
David Solnick - Alternate

Community Board 5
Vicki Barbero, Chairperson
David Golab - Alternate

The Doneger Group
Abbey Doneger
Mary Ann Moore - Alternate

Fashion Institute of Technology
Dr. Joyce Brown
Lisa Wager – Alternate

Stan Herman Company
Stan Herman
PARTNERS

We thank the many people and agencies who helped us achieve our mission this year.

The Alliance thanks:
Chair Martin Meyer, the Garment District Alliance Board of Directors, and all the property owners, business tenants and residents of the Garment District.

The Alliance also thanks:
Mayor Bill de Blasio / Commissioner Gregg Bishop and the NYC Department of Small Business Services / Speaker Melissa Mark-Viverito, Councilmember Dan Garodnick, Councilmember Corey Johnson & the NYC Council / Manhattan Borough President Gale Brewer

Thanks to:
Community Boards 4 & 5 / Christine Helm and the Enterprise Center at F.I.T. / NYC Department of Parks & Recreation / NYPD / NYC Department of Sanitation / NYC Department of Transportation / REBNY / Dr. Anastasia Xenias and the U.S. Department of Commerce / Joanne Podell / GDA Marketing Committee / Paul Amrich and Neil King

Arts programming:
All Garment District Space for Public Art artists / All participants in the 2015 Arts Festival / Marjorie Lee Woo and L.I.M. College / The Port Authority Bus Terminal / Wendy Feuer and Emily Colasacco of the DOT Urban Art program / Alliance Arts Panel: Bill Carroll, Emily Colasacco, Anita Durst, Cheryl Hageman, Dusica Kirjacovic & Virginia Louloudes.

Springboard pedestrian counting camera hosts:
499 Seventh Avenue, 519 Eighth Avenue, 561 Seventh Avenue, 1430 Broadway, 1370 Broadway, 1032 Sixth Avenue, 1033 Sixth Avenue

The Garment District Alliance is a not-for-profit corporation, established in 1993 to promote the positive development of Midtown Manhattan’s Garment District. The Alliance provides specialized and ongoing programs to improve the quality of life and economic vitality in the district.

For more information on Alliance activities, visit www.garmentdistrictnyc.com
THANK YOU, PETER

Peter L. Malkin
It is with admiration and gratitude that we honor one of our **founding Board Members, Peter L. Malkin**, Chairman Emeritus of the Empire State Realty Trust.

As one of the city’s preeminent civic leaders, Peter has always understood the value of **community engagement** and the symbiotic relationship between a property and its surrounding environment. Accordingly, it was only natural that he would play a prominent role in the founding and ongoing management of the Garment District Alliance.

For more than two decades, Peter’s **dedicated service and visionary thinking** have had a profound impact on this organization and neighborhood. He has helped to steer the mission of the Alliance, and has led the way in the transformation of the Garment District. Through significant investment in property renovations, strategic tenant attraction, and progressive positioning, his business practices have inspired others and helped shape the Garment District into the exciting and diverse neighborhood that it is today.

**We thank Peter for having given so generously** of his time to this organization, and we are grateful to continue to have his counsel, as now he elects to become a Chairman Emeritus of the Garment District Alliance.