

FIFTH AVENUE

MEMBERSHIP PACKET

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Updated September 2025

LETTER TO MEMBERS

Dear Members,

For more than a century, the Fifth Avenue Association has worked to preserve and promote Fifth Avenue as the world's most iconic destination. Today, our mission is more vital than ever: to create an Avenue that is vibrant, secure, beautifully maintained, and globally celebrated.

As a member of the Fifth Avenue Association, you are part of a community of leading retailers, hotels, restaurants, cultural landmarks, and commercial property owners. Together, we represent the very best of commerce, culture, and hospitality, ensuring that Fifth Avenue continues to set the global standard for luxury and innovation.

This packet outlines the services, advocacy, and opportunities available to you as a valued member. From sanitation and public safety to marketing initiatives, district-wide activations, and strategic partnerships, our work is designed to enhance the value of your business and enrich the Avenue for all who experience it.



We thank you for your continued partnership and look forward to working with you to keep Fifth Avenue the premier destination it has always been — and always will be.

With appreciation,

Edward F. Pincar Jr.
Edward F. Pincar Jr., President
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FIFTH AVENUE ASSOCIATION

BY THE NUMBERS

20M Sq. Ft

OF COMMERCIAL
AND CULTURAL
SPACE

\$154K

MEDIAN
HOUSEHOLD
INCOME

1M+

DAILY PEDESTRIAN
MOVEMENTS

19

LANDMARKS

85K+

SOCIAL MEDIA
FOLLOWERS

\$4.5B

ANNUAL RETAIL
SALES

ABOUT

Who We Are

The Fifth Avenue Association (FAA) has represented Fifth Avenue since 1907, when New York's most influential families — including the Vanderbilts, Astors, and Carnegies — came together to protect and promote the Avenue's stature as a global hub for commerce and culture. From its early zoning advocacy to its role in preserving Fifth Avenue's elegance, the Association has been central to shaping the world's most iconic retail corridor, home to flagship stores, hotels, and landmarks recognized across the globe.

In July 1993, the Association was formally incorporated as a Business Improvement District (BID) by the City of New York. This transition created a dedicated framework for delivering world-class security, sanitation, advocacy, and marketing — directly benefiting both property owners and the millions of visitors who walk the Avenue each year.

Today, FAA is helping lead the Future of Fifth initiative, a public-private partnership announced by the City of New York in 2022 to transform the corridor from Bryant Park to Central Park into a world-class, pedestrian-centered boulevard. The plan focuses on beautifying the public realm and creating greener spaces with wider sidewalks, safer crosswalks, new plantings and trees, improved lighting, and additional seating — fostering a vibrant, people-focused experience that preserves Fifth Avenue's historic character while ensuring its future as the global model for urban streets.



What is a BID?

A Business Improvement District (BID) is a public-private partnership in which commercial property owners collectively invest to enhance their district—strengthening operations, driving visitation, and elevating the community experience. New York City is home to 77 BIDs, all overseen by the NYC Department of Small Business Services.

Our District

The Fifth Avenue BID stretches from 46th Street to 61st Street and along 57th Street from Madison Avenue to Sixth Avenue. Within this footprint sit more than 100 flagship luxury retailers, premiere office space, global hotels, celebrated restaurants, and cultural landmarks.

OUR SERVICES



Public Safety

Our team of Community Safety Officers ensures a safe and welcoming environment by patrolling the area, assisting visitors, and responding promptly to any concerns. We take great pride in our low crime rate and work closely with the NYPD on proactive efforts to foster a secure neighborhood for everyone.

Sanitation

Our Clean Team works 365 days a year to maintain a pristine and inviting atmosphere on Fifth Avenue. They are responsible for maintaining the sidewalks, removing litter, emptying trash receptacles, removing graffiti, maintaining light poles and trash cans and so much more.

Marketing, Events & Sponsorships

Our marketing team is well-versed in the luxury retail and tourism environments, making FAA a trusted partner in marketing and special events for Fifth Avenue and its brands.

We elevate the Avenue through strategic partnerships, on-street activations, and global social media campaigns. Year-round, we promote members and events through marketing, press, and digital channels, while planning live experiences that drive foot traffic and create lasting memories.

We sell select sponsorships of our branded streetlamp banners and our district map. All revenue generated through sponsorships directly benefits our tenants and enriches the district.

District Advocacy

In addition to our essential services, we advocate for the district by working with city agencies and elected officials to resolve issues large and small—obtaining permits, expediting approvals, coordinating street scape repairs and construction, and advancing policy changes that enhance quality of life.

Member Engagement

We support members through daily touch points to address real-time issues and coordinate government services, while also pursuing policy improvements that strengthen the experience for tenants, visitors, and businesses.

SECURITY & PUBLIC SAFETY

Keeping Fifth Avenue Safe and Secure

The Fifth Avenue Association is committed to maintaining the Avenue as one of Midtown Manhattan's safest and most welcoming districts. Our security efforts are proactive, visible, and deeply collaborative with the NYPD and property managers across the corridor.

Our Commitment

Dedicated Community Safety Officers patrol the district daily, providing on-the-ground visibility, assisting visitors, and serving as a direct resource for businesses. In partnership with the NYPD, we ensure Fifth Avenue consistently ranks among the safest retail districts in New York City. Our presence deters theft, vandalism, and disruptive activity — protecting both our members and the millions of visitors who walk the Avenue each year.

Member Benefits

- **Direct Communication Channels:** Real-time alerts and updates about street closures, parades, and security measures.
- **Security Meetings with NYPD:** Members are invited to participate in briefings, discussions, and Q&A sessions with law enforcement.
- **WhatsApp Security Group:** Quick, coordinated communication for property managers and retailers.
- **Advocacy & Coordination:** FAA works directly with city agencies to address issues such as illegal vending, quality-of-life concerns, and emergency response.



Why It Matters

Fifth Avenue's global reputation as a premier shopping destination, cultural landmark, and Class A office corridor depends on maintaining a secure, orderly environment for brands, employees, and visitors. By working closely with the NYPD, property managers, and store security teams, the Fifth Avenue Association ensures members have the support and tools they need to operate confidently on the world's most iconic street.

EVENTS AND SPONSORSHIPS

Partnering with the Fifth Avenue Association offers unmatched visibility on the world's most iconic Avenue during its most profitable retail seasons. With over 1,000,000 daily pedestrian movements—over 50 times the capacity of Madison Square Garden—your brand will reach a highly coveted luxury audience through a one-of-a-kind out-of-home opportunity. The Association also provides access to exclusive permitting and placement opportunities not otherwise available to individual brands, ensuring seamless and impactful activations.

HOLIDAY OPEN STREETS

Every December on select days Fifth Avenue closes to traffic and transforms into a pedestrian holiday haven, in celebration for the season we're best known for. Participating in Open Streets gives brands a rare opportunity to create unique experiences from food and beverages, live programming, immersive pop-ups, and more.



EVERGREEN

Throughout the year, Fifth Avenue hosts brand activations beyond our signature Holiday and Blooms campaigns, partnering with us to create one-of-a-kind experiences.



FIFTH AVENUE BLOOMS™

Fifth Avenue Blooms™ is an annual celebration that transforms New York City's most iconic street into a vibrant floral experience across its sidewalks, public spaces, stores, and hotels each spring.



MARKETING

Our social media platforms showcase the vibrancy of Fifth Avenue while amplifying our member businesses. We work directly with brands to promote their presence on Fifth Avenue across Instagram, TikTok, newsletter, and our newly revamped website, creating engaging content that drives foot traffic and highlights what our district has to offer.

7.5%

AVERAGE INSTAGRAM ENGAGEMENT RATE

Average Instagram Engagement Rate (2024), 3.7% more than platform average (3.8%).

85K+

SOCIAL MEDIA FOLLOWERS

Across
Social Media Channels.

131M

HOLIDAY INSTAGRAM REACH

Instagram Reach for the 6-Week
Holiday Campaign (2024).

To discuss marketing and partnership opportunities, please contact
Cecilia@fifthavenue.nyc.

BANNER SPONSORSHIP

Fifth Avenue's Banner Program provides unmatched visibility in the heart of New York City's luxury and cultural corridor. With banners placed from 46th Street to 61st Street, your brand is showcased alongside the highest concentration of global flagships, renowned hotels, and world-class institutions.

Why Sponsor

- **Massive Reach:** Over 1 million daily pedestrian movements, with 40 million+ during the holiday season (plus vehicle traffic).
- **Global Audience:** Affluent, international clientele seeking premier shopping, dining, and cultural experiences.
- **Prestige Placement:** Align your brand with landmarks such as Rockefeller Center, MoMA, St. Patrick's Cathedral, and more.
- **Turnkey Program:** FAA manages approvals, permitting, and installation for a seamless process.



Opportunities

- Celebrate a store milestone, cultural event, or special exhibit.
- Activate across 35+ premium banner locations throughout the BID.
- Year-round sponsorships available (1-month minimum).



FUTURE OF FIFTH

In December 2022, the City of New York announced The Future of Fifth—a public-private partnership between the Fifth Avenue Association, the Grand Central Partnership, the Central Park Conservancy, and New York City.

Together, we are leading a once-in-a-generation transformation of Fifth Avenue from Bryant Park to Central Park.

The plan prioritizes a pedestrian-first experience, reallocating space to expand sidewalks by 46% and shorten crosswalks with the goal of enhancing both safety and flow for the Avenue's high foot traffic. Beyond safety, the redesign elevates the overall experience, making it more comfortable and engaging for millions of annual visitors.

By focusing on people rather than cars, the plan unlocks new opportunities: more outdoor activations such as cafés and terraces, enhanced greenery and trees that create a more vibrant street-scape, and the ability for stores to extend hours. Together, these elements transform Fifth Avenue into a more dynamic, welcoming, and sustainable global destination.

GETTING INVOLVED

Membership with the Fifth Avenue Association opens the door to unparalleled opportunities. As part of an exclusive network of flagship retailers, luxury hotels, premier restaurants, and cultural institutions, members enjoy insider access to strategic partnerships and high-profile activations found nowhere else.

Membership Benefits

Members benefit from FAA's marketing, public safety, sanitation, street-scape enhancements, PR/marketing, and advocacy efforts that help keep Fifth Avenue at the forefront of commerce, culture, and tourism.

Members are invited to participate in the Fifth Avenue Association's Annual Meeting, which brings together all BID members to share updates, discuss initiatives, and strengthen connections across the Avenue's community.



Join Us

To join and learn more, simply connect with us at Riley@fifthavenue.nyc

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