



**2024 | MEATPACKING
DISTRICT**



DEAR NEIGHBOR,

Our little corner of Manhattan packs a powerful punch. And the last year has been no exception.

The Meatpacking District Management Association officially celebrates its 10th anniversary as a business improvement district (BID) this year. Ten years!

Fast forward from 2015 and wow—what change we've seen. The continued transformation of the Meatpacking District speaks to our strong brand, distinct geography, and reputation as a place where businesses and people thrive.

This last year, we saw several new stores and restaurants open, welcomed 14+ million visitors, witnessed world-class art exhibitions, and offered programming galore. It happened thanks to a community that shows up, values its neighbors, and helps move the City and the Meatpacking District forward.

One of the biggest projects in our ten years, The Great Elephant Migration, was no fluke, nor was it singular in its purpose. We know that art drives economic development, but it also provides an extraordinary opportunity to experiment.

We leveraged the activation to expose our capacity for big things and what's possible when we think outside the bounds. Streets were transformed across the district to support the herd. We repurposed planters to create interim seating and programmed around it, too. When elements were removed from temporary locations, there was a clamouring to bring them back—and a push to plan for more permanent streetscape improvements.

Jump to May of 2025, the installation of the West 14th Street Promenade, which was two years in the making, begins. That project transformed 16,500 square feet of roadway into a third space for people, once again pushing the boundaries of what's possible when you have a supportive community and a city that, for the most part, lets us run with our big ideas. None of it would be possible without the support and dedication of our Board of Directors, and in particular our Chair, Jonathan Iger, and the rest of our Executive Committee.

I am incredibly grateful. So with 10 years now behind us, we look ahead with optimism and excitement as we plan for the next decade of big ideas and bold transformations.

Jeffrey C. LeFrancois
Executive Director



BY THE NUMBERS

July 2024–June 2025

The Great Elephant Migration installation alone boosted visitation by nearly 50% compared to the same period in 2023. On our busiest Saturday of the year, over 58,000 visitors flocked to the neighborhood, filling shops, restaurants, and public spaces.

The district welcomed an estimated **14.7 MILLION VISITORS IN 2024**, a 5% increase from 2023 and confirming Meatpacking's place as one of New York's busiest and most dynamic neighborhoods.

Throughout the year, we maintained an average storefront activation rate of 78%, reinforcing the district's strength as a hub of commerce and culture even amidst citywide retail challenges. Public WiFi attracted nearly 200,000 unique users. And the BID's core focus of ensuring clean, safe, and welcoming spaces involve thousands of power washings, graffiti removals, and daily ambassador interactions. **Together, these figures underscore the scale of District's reach and the BID's ability to steward one of the City's most visited neighborhoods.**

NOTABLE NUMBERS

58,000 VISITORS on **Treats in the Streets** day (busiest Saturday of the year)

+25% YOY VISITATION GROWTH during **The Great Elephant Migration** (Sept–Oct 2024)

500 ATTENDEES per **Movies on the Cobbles** screening

197,830 unique WiFi users annually (per BID WiFi data)

78% STOREFRONT ACTIVATION in April 2025

District Info.....

2 Cultural Institutions
2 Community Boards: 2 & 4
2 NYPD Police Precincts: 6 & 10
94 Block Faces
245 Storefronts
1,054 Hotel Rooms
4,300 Households
7,800 Residents
28,000 Jobs

Transit Ridership*.....

10 Bus Stops
7 Citibike Stations
347 Citibike Docks
14th Street: Eighth Avenue
 Average Weekday Ridership: **34,630**
 Average Weekend Ridership: **52,014**
 Annual Ridership: **11,672,402**
M14A/D Select Bus Service
 Average Weekday Ridership: **15,057**
 Average Weekend Ridership: **20,932**
 Annual Ridership: **4,977,986**

District Services**.....

9 Power Washings
102 Trash Receptacles
175 Planters
253 Tree Pits
899 Public Surveys
1,958 Graffiti Removals
11,137 Daytime Ambassador Interactions
30,012 Garbage Bags Used

*Provided by the MTA—New York City Transit, 2025 **FY 25 (July 2024–June 2025)



THE WEST 14TH STREET PROMENADE

This year, the Meatpacking BID installed the West 14th Street Promenade, a transformative pedestrian-focused project that was two years in the making. The Promenade created a new corridor of third spaces along 14th Street between Ninth and Tenth Avenues.

Identified as part of the BID's Western Gateway Public Realm Vision, the initiative repurposed underutilized roadway by transforming the wide, two-way roadbed and curb lanes into pedestrian-friendly infrastructure. There are five new gathering areas with lush landscaping, plans for public art installations, and small concessions.

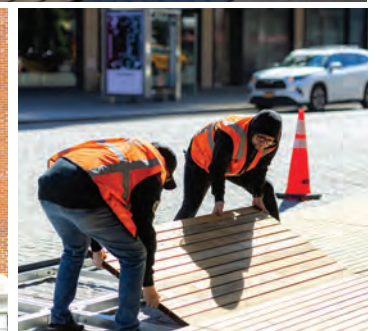
The project was intended to improve pedestrian connections to Hudson River Park, including waterfront destinations Little Island, Pier 57, and Gansevoort Peninsula. These new third spaces enliven the commercial corridor and support local businesses by capturing the increased foot traffic traversing along West 14th Street.

THE WEST 14TH STREET PROMENADE PROJECT

has already exceeded expectations and transformation was swift and dramatic. The post-installation evaluation shows that 60% of all visitors believe the promenade has made West 14th Street a better block. Nearly 40% rated our streetscape as a world-class amenity. More importantly, 69% of regular visitors report that the project has enhanced their overall experience of the Meatpacking District.

The economic impact for our retailers has also been immediate: **75% of businesses on 14th Street have observed increased pedestrian traffic** and weekly foot traffic surged by 33% following the installation. We're also seeing a 9% increase in visits lasting longer than five minutes—the kind of extended dwell time that translates directly into sales opportunities.

Despite initial concerns about potential disruptions, delivery operations continue smoothly with no reported access issues. Vehicle throughput has remained stable even after 16,500 square feet of roadway was repurposed for pedestrian use. The project met parking and delivery demand while creating a new vibrant public space, proving that smart street design serves both pedestrians and businesses effectively.





PLAZA ACTIVATIONS

The Meatpacking District's plazas continue to serve as a distinct venue for global brands to connect with the public through immersive activations. From beauty and wellness to food, beverage, fashion, and tech, the diversity of partners highlighted the District's role as both a cultural stage and a consumer touchpoint.

These activations animated public spaces and enhanced Meatpacking's reputation as a hub where cutting-edge brands meet engaged urban audiences.

HIGHLIGHTS BY MONTH

JULY

Bumble and bumble. showcased interactive haircare experiences.

AUGUST

Sol de Janeiro and **Evian** drew summer crowds with wellness and hydration activations.

SEPTEMBER

Barbara Sturm and **Drunk Elephant** offered skincare-focused engagements.

DECEMBER

Babybel, **Poppi**, and **Doritos** partnered with **Squid Games** for playful holiday experiences.

FEBRUARY

Maybelline energized the winter season with bold beauty moments.

MARCH

Victoria's Secret and **Lucid** paired lifestyle and innovation in the plaza.

MAY

Leica marked its centennial with a photography celebration and **Blank Street Coffee** created a local buzz with community-focused sampling.

JUNE

Google Chromebook, **Samsung**, **Sol de Janeiro**, **Youth to the People**, and **EOS** closed the fiscal year with a robust mix of tech, skincare, and wellness activations.



EVENTS + PROGRAMMING



WEST SIDE FEST

As part of the West Side Cultural Network's celebration, the BID transformed Gansevoort Plaza into a lively hub of creativity for three days. From hands-on pottery with Greenwich House to the rhythms of steel pan and jazz, custom portraits and colorful fan-decorating workshops, the event captured the district's artistic spirit.



STEP INTO HOPPER

In partnership with the Whitney Museum and designed by Theresa Rivera Design, visitors stepped into 3-D recreations of Edward Hopper's iconic paintings on Gansevoort Plaza. The activation drew wide press attention and strong engagement.



ON THE COBBLES



Weekly **MUSIC ON THE COBBLES** concerts returned, featuring local musicians every Wednesday and Saturday.



On July 26, August 7 & 21, and October 8, 2024, Gansevoort Plaza became an open-air art studio for **WATERCOLORS ON THE COBBLES**. Under the district's signature red umbrellas, award-winning NYC artist Laura Baran guided participants of all skill levels through watercolor techniques, offering step-by-step demonstrations. Painters captured scenes from the neighborhood—its historic architecture, vibrant plaza life, and even seasonal touches—using provided materials and creative prompts. The October 8 session was made extra special with guest appearances from the Great Elephant Migration installation, letting attendees “paint with the herd” as life-size elephant sculptures roamed the backdrop.



MOVIES ON THE COBBLES—Seasonal outdoor film evenings, which included a Halloween showing of **Hocus Pocus**, attracted approximately **500 guests per screening**. These seasonal events were co-presented with Rooftop Films and received financial support from **Council Member Erik Bottcher**.



THE GREAT ELEPHANT MIGRATION



THE GREAT ELEPHANT MIGRATION

The Meatpacking District hosted “The Great Elephant Migration,” a significant public art installation from September 6 to October 20, 2024.

This expansive project featured **100 life-size elephant sculptures** made from dried lantana plants by Indian artisans through the Elephant Collective. These sculptures, arranged in herds throughout the district’s plazas and streets, symbolized coexistence and conservation, offering visitors opportunities for awe and reflection.

The installation garnered global press and significantly increased neighborhood visitation while shining an international spotlight on endangered Asian elephants.

It also inspired community events, including arts workshops, panel discussions, dances, and indigenous community celebrations.



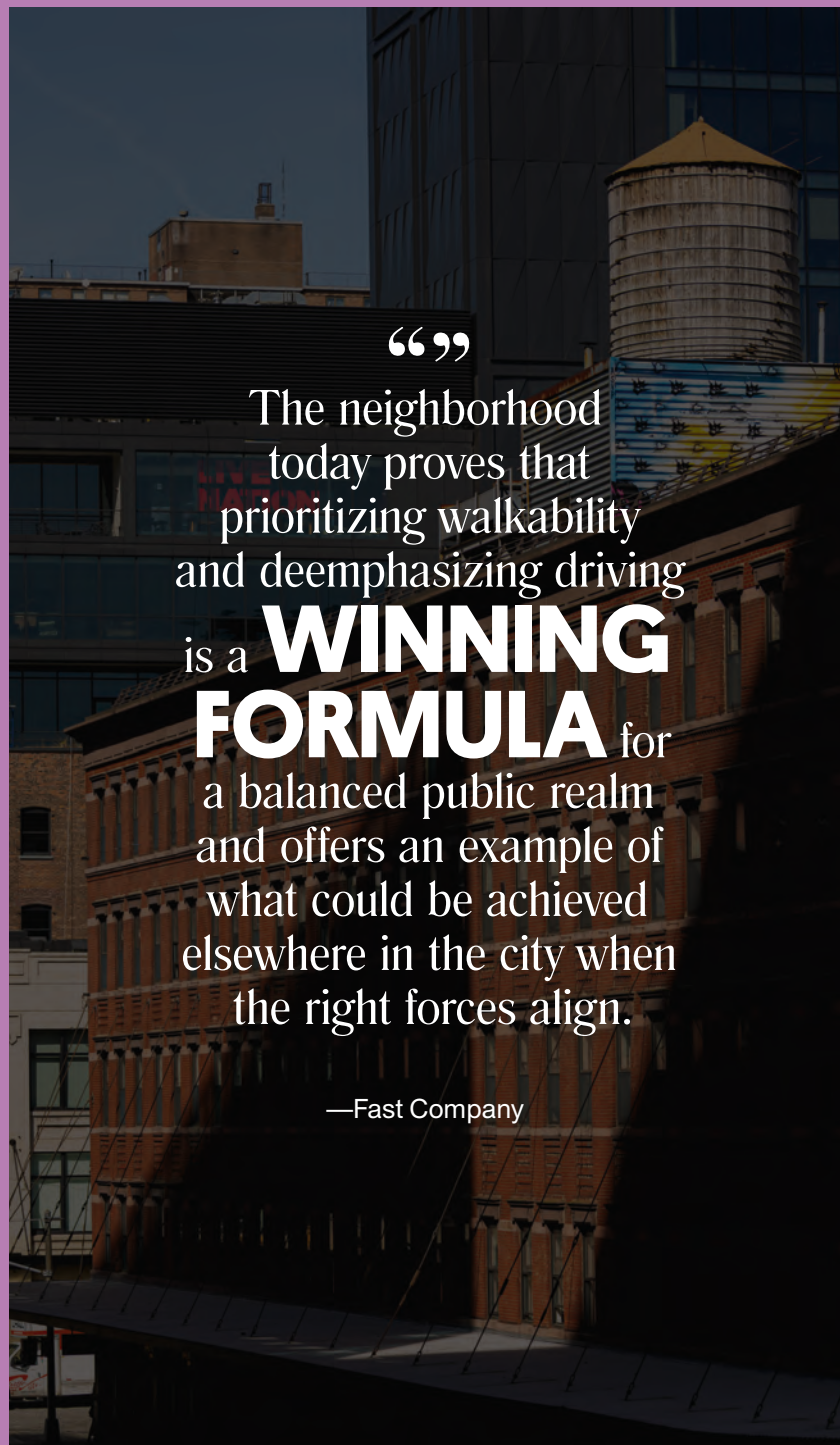
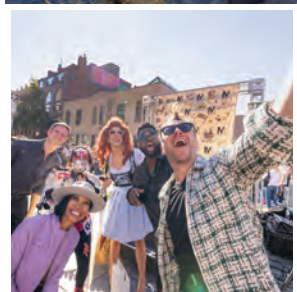


TREATS IN THE STREETS

On October 19, our seasonal festival, **Treats in the Streets**, became the Meatpacking District's busiest day of 2024, attracting **58,000 visitors**.

This signature fall event transformed our streets, filling the neighborhood with energy through live music, trick-or-treating, a dog costume contest, and in-store activations.

Businesses fully embraced the festive spirit, handing out candy and offering unique in-store experiences.



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The neighborhood today proves that prioritizing walkability and deemphasizing driving is a **WINNING FORMULA** for a balanced public realm and offers an example of what could be achieved elsewhere in the city when the right forces align.

—Fast Company



A Third Year of Creative Collaboration: **HIGH SCHOOL OF FASHION INDUSTRIES PARTNERSHIP**

The 2024–2025 fiscal year marked the third successful year of our partnership with the High School of Fashion Industries (HSFI). It is a collaboration that seamlessly blends education, artistry, and public engagement within the Meatpacking District. This ongoing relationship not only supports HSFI's mission to provide hands-on industry experience but also enriches our community with fresh, youthful perspectives, bringing student creativity into the neighborhood through various projects.

From the senior fashion show featuring Olympian Laurie Hernandez to the Industry Art Show at Chelsea Market, the district-wide banner campaign, and the “A Seat at the Table” tabletop installations, each initiative showcased the ingenuity and talent of HSFI students while activating public spaces in dynamic and meaningful ways.



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You and your team are
doing **AMAZING,
BEAUTIFUL AND
MEANINGFUL
EVENTS AND
INSTALLATIONS.**

Just last weekend my friends
and I were still commenting
on the Elephants! Still on
our minds!

—Executive Director
NYC Cultural Program



PLANTS ON THE PLAZA WITH THE OLD YEW PLANT SHOP

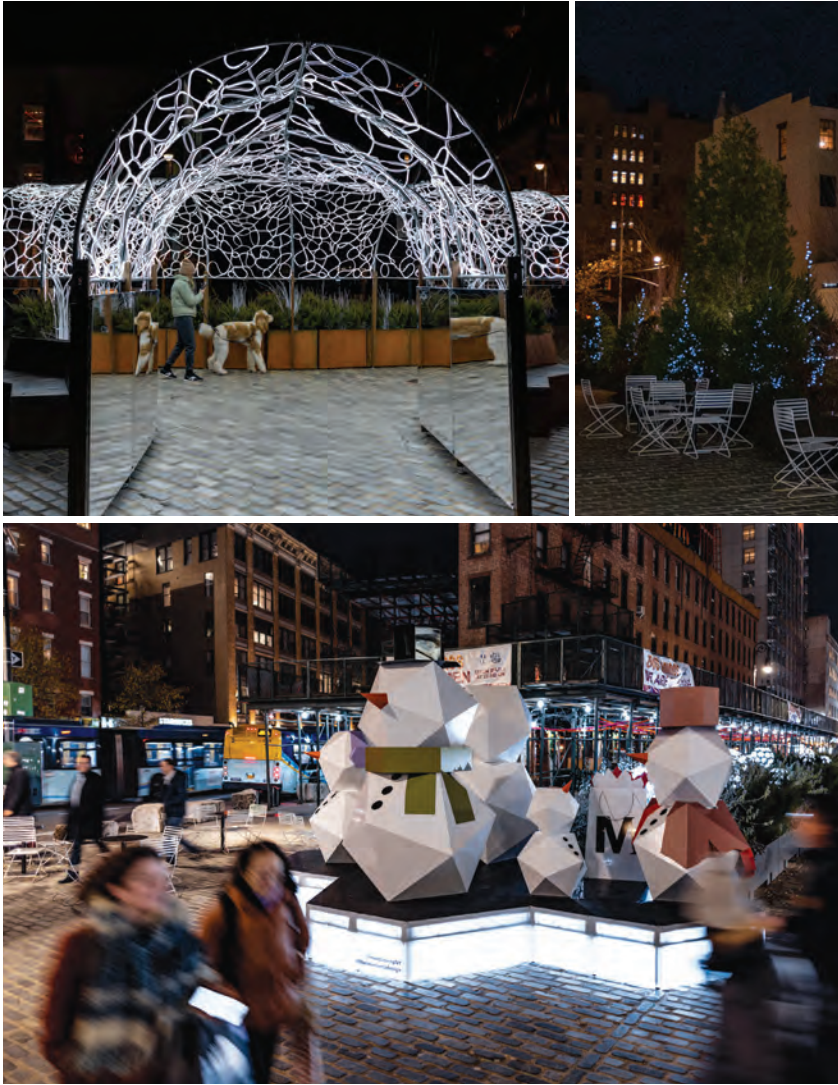
Greenery took center stage at Gansevoort Plaza with Plants on the Plaza, a hands-on pop-up hosted by **The Old Yew Plant Shop**. Visitors learned repotting tips and even took home botanical treasures to brighten their own spaces.



THE SWEAT SESSIONS

Our free, outdoor wellness program returned to Hudson River Park's 14th Street Park with the **Google Store** as lead partner and **Rivian** as a new Cool Down partner, drawing thousands of participants throughout the summer against the stunning backdrop of the Hudson River. This year, the series expanded to include new venues, with the BID collaborating with the **Gansevoort Hotel** and **Y7 Studio** to host an exclusive rooftop wellness experience during **The Great Elephant Migration** installation.





LIGHTS ON THE COBBLES + THE GANSEVOORT FOREST

The Meatpacking District ushered in the holiday season with our annual Lights on the Cobble program. In its third year, Gansevoort Plaza transformed into the Gansevoort Forest, filled with over 100 trees and plants, some reaching 25 feet tall, adorned with twinkling lights. Larger-than-life snow people, a sparkling colonnade, and other whimsical touches created a winter wonderland where visitors could snap festive photos. Year after year, Lights on the Cobble offers a seasonal escape, drawing visitors throughout the month-long run and adding a warm glow to the neighborhood's cobble streets.

DIGITAL

Meatpacking's digital presence grew stronger than ever in 2024–25.

Instagram remained the centerpiece, with reels extending the district's reach far beyond New York.

82% of views came from non-followers, proving that the neighborhood's appeal resonates globally.

Stories consistently drove hundreds of clicks to the BID's website each month, while top-performing posts focused on food, people, and authentic neighborhood narratives.

The BID also launched **Worth the Wait**, a monthly newsletter featuring staff picks and community recommendations. Feedback has been overwhelmingly positive from subscribers. A collaboration with **@UncoverMore** introduced **Pockets of Peace** in Meatpacking, spotlighting serene neighborhood spaces. Combined with the launch of the **Masters of Meatpacking** video content, which featured videos with **Chef Jonathan Waxman of Barbuto** and **Arnhold Associate Curator, Rujeko Hockley**, these digital stories and features keep our community engaged and in the know.



“
Loved this (Worth the Wait)!
Great Job! **I LOVED**
READING EVERYONE'S
FAVORITES and learning
about new things I have not
yet discovered!

—NYC Resident

BUDGET

FY25 EXPENSE BUDGET—ACTUAL

July 2024–June 2025

Revenue	Expenses
Assessment:.....\$3,411,032	Public Realm:\$1,625,393
Program + Plaza:.....\$719,625	Marketing + Neighborhood Planning:\$1,800,540
Donations, Grants, Special Events:.....\$209,476	Capital Reserve Allocation:.....\$250,000
Interest:\$147,148	General + Administrative: ...\$444,374
Total Revenue:.....\$4,487,281	Total Expenses:.....\$4,120,307

FY26 EXPENSE BUDGET

July 2025–June 2026

Revenue	Expenses
Assessment:.....\$3,636,275	Public Realm\$1,937,605
Program + Plaza:.....\$750,000	Marketing + Neighborhood Planning:\$1,687,870
Donations, Grants, Special Events:.....\$360,000	Capital Reserve Allocation:.....\$300,000
Interest:\$80,000	General + Administrative: ...\$598,575
Total Revenue:.....\$4,826,275	Total Expenses:.....\$4,524,050

The FY26 budget was based on \$3.63 million of assessment, with projected additional income from sponsorships, plaza activations, and donations. The budget was approved and adopted by the Meatpacking District Board of Directors in April of 2025.

FY2025 MDMA BOARD OF DIRECTORS

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Office of the Mayor, Honorable Eric Adams, represented by Department of Small Business Services Commissioner, **Dynishal Gross**

Office of the Comptroller, **Honorable Brad Lander**

Office of Manhattan Borough President, **Honorable Mark Levine**

New York City Council, District 3, **Honorable Erik Bottcher**

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