



# Downtown Idea Exchange

Essential Information for Downtown Revitalization

## Generating revenues the creative way

### January 2012

One creative way that the Chelsea Improvement Company in New York City is generating funds is by providing technical support in developing new streetscape furniture.

"We just worked with New York City on the new CityBench, which will be the standard street bench in the city. The city liked our industrial design, so we worked with the department of transportation and the Public Design Commission on various designs and developed the CityBench. There will be at least 1,000 of them rolled out in the next few years. We will receive royalties because we patented the design. Over the long term that's going to generate a lot of revenue that we can put into improvements in southwest Chelsea. I think downtown management organizations rely on public funding, incentives and tax credits too much. Look to the private sector and move on from that."