

REAL ESTATE WEEKLY

WEDNESDAY, MAY 16, 2007

BID aims to beef up dining scene around 34th Street

The 34th Street Partnership has recently embarked on an initiative to lure more quality restaurants to the 34th Street District.

The BID, which has worked so effectively to improve the profile of retail tenants on 34th Street, now aims to make the neighborhood as attractive to diners as it is to shoppers.

“Developing the restaurant scene in the 34th street neighborhood is one of our key objectives in continuing the improvement in the area’s image, visibility and property values”, said Daniel A. Biederman, president of 34SP.

To provide marketing expertise for the initiative, 34SP has brought on John Harding of John D. Harding

Marketing Communications. He will assist with restaurant development and work closely with 34th Street District restaurateurs to gain more visibility for the neighborhood as a dining destination.

Harding’s immediate priorities will be to assemble a database of restaurant companies that will include casual-dining chains and high-volume independent operators, and to launch a direct mail and email campaign.

He will also produce a new website, publish a monthly e-newsletter informing restaurateurs of the area’s desirability and leasing opportunities, and direct the annual 34th Street restaurant festivals.