



**NEW YORK NIGHTLIFE ASSOCIATION**

*Serving New York's Bars, Clubs & Lounges*

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**SERVING "THE OTHER 9 TO 5"**

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# Overview

NYNA is the unified voice of the nightlife industry, representing the most frequented bars, clubs and lounges in New York City. With over 150 members, NYNA works to champion the positive economic and cultural impact nightlife has on the city, while giving bar and club owners and staff a real voice in their business' future.

NYNA's presence in the nightlife community is ever growing, and the organization works to:

- Liaise w/elected officials & senior members of government regarding nightlife issues
- Develop strategies for fostering the health of New York's nightlife industry
- Make our public and political leaders aware of the enormous economic, social and cultural contributions of nightlife establishments and their employees
- Monitor the economic and regulatory conditions of the industry
- Place positive news stories about nightlife and respond to media inquiries
- Hold industry-wide events
- Offer training programs and seminars for the industry including ServSafe® Alcohol, enhanced security training with the NYPD, Food Handling Safety, and compliance with local laws and patron safety.
- Represent NYC nightlife with other city wide organizations.

# 2009 Highlights

Over the past year NYNA has remained extremely active in the community. Highlights include:

- NYPD/NYNA *Best Practices for Nightlife Establishments* has been widely distributed resulting in a significant decrease of police related incidents at nightclubs. We continue to work closely with the NYPD are presently developing an updated version.
- We were at the forefront of amending NYS Labor laws to be more understandable and business friendly while holding educational forums for our members.
- NYNA has been on the front lines meeting with the new leadership of the SLA to help reform that agency...meetings which are already showing positive results.
- Launched the Nightlife Preservation Community a grassroots, online, political portal designed to get information to our employees and patrons to support elected officials and political candidates who support a vibrant nighttime economy.
- Began working with the Manhattan District Attorney's Task Force on Sexual Assault to help educate, train, and create an overall general awareness of venue management and staff.
- We sponsored a highly successful RHI (Responsible Hospitality Institute) Regional Forum on the importance of the nighttime economy, attended by a who's who list of elected officials, government representatives, the New York Police Department, and industry leaders.
- Worked with NYC Chamber of Commerce and other small businesses to enforce Intro 1059 (mandatory paid sick leave).

# Membership

## NYNA Members

NYNA members include some of New York City best known establishments, from the hot and trendy clubs and lounges to local neighborhood bars. NYNA members pay annual dues, offering them a whole range of benefits, including access to various insurance plans, invitations to special events, email updates and many others.

Some of our better known members include:

M2 UltraLounge	PINK New York	49 Grove	Jake's Dilemma
The Stumble Inn	Down The Hatch	Off The Wagon	The Gin Mill
The Griffin	Marquee	Hogs and Heffers	Sutra
Galapagos Art Space	1 OAK	Butter	Cielo
Maritime Hotel	Opal Bar	Village Lantern	Blvd
Crash Mansion	Whiskey Ward	Cafeteria	Delicatessen
Tenjune	Abe & Arthurs	SL	Stone Rose Lounge
Whiskey Blue	The Whiskey	Underbar	Wetbar
Whiskey Park	STK	One Manhattan	RDV
Kiss & Fly	Bagatelle	Webster Hall	Nice Guy Eddie's

## **NYNA becomes a subchapter of New York State Restaurant Association (NYSRA)**

In 2006 NYNA affiliated with NYSRA creating a unique partnership which is being repeated around the country and accomplishes a number of positive things. It has made available all the programs and services offered by NYSRA to its members available to the nightlife and entertainment business community. Further, because of the commonality of interests in legislative matters on the city, state and federal level, NYNA is now able to speak with the combined strength of both organizations

NYNA's existence is crucial to the future success of New York's nightlife industry. It is only through corporate support that we are able to continue to further increase our membership, fund industry studies and research, and lobby for the nightlife industry's rights.

# Economic Impact

## Nightlife By The Numbers

Audience Research & Analysis (ARA) was retained by NYNA to conduct the nation's first comprehensive visitor profile and economic impact analysis of the nightlife industry. ARA included 838 nightlife establishments in the study and found that the industry has a very significant impact on both New York City and New York State.

The study found that:

- Over 65 million admissions per year (more than ALL of Broadway, all NYC Sport teams, and the Metropolitan Museum of Art COMBINED!)
- Generates almost \$10 BILLION a year in economic activity
- Contributes over \$700 million in State and City taxes
- Directly employs about 20,000 people, 91% are City residents
- Very late night city; 58% of total revenue are taken in after 1 am
- NYC nightlife is so big, ZAGAT has a separate NYC Nightlife guide listing over 1200 establishments
- Our industry is one of the main attractions to over 47 million visitors who spend over 30 billion dollars annually

# Community Relations

NYNA is leading the way in New York City and the nation in working with the larger community to develop strategies to manage, plan and police the nighttime economy the “other 9 to 5”. These include:

**Best Practices for Nightlife Establishments** - Together with the NYPD, we produced the nation’s first best practices guide for nightlife establishments covering every aspect of security and safety and containing practical recommendations for the establishment owner to follow. The rollout of this Guide at NYPD headquarters was attended by over 800 nightlife owners and managers, the largest gathering of our industry in history. As a result, crime is down at nightlife establishments in NYC. NYPD & NYNA are working on an updated 2<sup>nd</sup> Edition, which is expected to be out by the end of 2010.

**NYPD PARTNERSHIPS** - NYNA has continued its relationship with the NYPD started with Best Practices and expanded it to include quarterly meetings in every Borough Command as well as at Police headquarters with top NYPD officials. Together, we developed and conducted a number of enhanced security guard training classes for licensed security and managers of nightlife establishments. Over 200 members have attended these programs. We also partnered last holiday season in the distribution of jointly produced Patron Safety Tips warning cards, which contained both the NYPD and NYNA logos.

**SERVE SAFE® ALCOHOL TRAINING CLASSES** - NYNA takes its part in responsible drinking and serving very seriously. As such, we are certified, through NYSRA, to teach the nation’s leading responsible alcohol class, Serve Safe, and do so for our members on a regular basis.

**COMMUNITY ORGANIZATION PARTICIPATION** - NYNA members recognize that as responsible business owners, they need to be involved in their communities. Hundreds of charities and neighborhood groups are the beneficiaries each year of member volunteer hours and financial donations. NYNA members also have been appointed and serve on their local Community Boards, as both members and officers of these Boards, adding a needed small business voice to those meetings. NYNA is also a member of the National Responsible Hospitality Institute and our Counsel has been a featured speaker at their conferences. NYNA also works with the Manhattan District Attorney’s Sexual Assault Task Force, fostering awareness of date rape and related issues. NYNA is working with the District Attorney’s Task Force to create a training curriculum for licensed establishments and their staff.

# Government Relations/Lobbying

NYNA's primary objectives is to support the \$9 Billion nightlife industry through a vigorous government relations strategy and a unified voice. This program includes lobbying for positive legislative changes while opposing proposals that will have a negative impact on the industry, testifying at Public hearings, public media coverage of our positions, and encouraging our members to support political candidates who understand the impact and importance of the nightlife industry. Through our merger with the NYS Restaurant Association, their full time legislative affairs team in Albany, and our continued relationship with the industry's premier law firm in New York City - Pesetsky and Bookman, NYNA is able to represent the nightlife community throughout the state government and its various agencies. As a result of this collaboration, we are now "One Industry...One Voice." Some of the issues we have worked on include:

## **Anti Liquor License Proposals / 2:00 AM Closings**

NYNA is currently leading the battle to oppose unreasonable restrictions in the issuance, and renewal of liquor licenses to our industry, as well as other anti industry measures. THIS IS A GRAVE THREAT TO THE FUTURE OF ALL OF OUR BUSINESSES. Together with our partner, the NYS Restaurant Association, we have successfully made the 2:00am closing time demand of many Community Boards an issue being reviewed by the State as well as by the new members of the State Liquor Authority. And for the second year in a row, we defeated an SLA proposal in Albany that would have all but eliminated bottle service throughout the State.

## **Noise Code/Open Doors and Windows**

While we are always cognizant of our neighbors, we also work hard to prevent unintended negative consequences to our industry of seemingly innocent legislation. We recently had a bill amended to virtually exclude all of our industry from a requirement to keep all doors and windows closed when the air conditioner is on. This would have been a disaster for hundreds of bars and restaurants with sidewalk cafes and French doors. Because of NYSRA/NYNA's vigilance and relationships with local government, we are not covered by this new law.

## **Reform of Environmental Control Board**

NYNA/NYSRA joined the leadership of the City Council to announce passage of legislation we had suggested and lobbied for to reform the way ECB holds hearings. ECB is the largest administrative tribunal in the city. Tens of thousands of summonses are adjudicated there instead of Court for a wide range of issues such as noise code, building code, sanitation code and fire code. Yet it is widely perceived as a kangaroo court. The new laws will institute a number of reforms which would help level the playing field for all small businesses. NYNA is the 'go to' association in this effort.

# Supporting NYNA

As a financial supporter of NYNA, your corporate financial support will ensure that:

- NYNA is on the frontlines of every critical issue facing New York's \$9.7 billion nightlife industry
- NYNA's membership represents some of the biggest and most influential bars, nightclubs and lounges throughout New York City
- NYNA's members alone represent approximately \$40 million in purchasing power within the spirits, beer and wine sectors
- NYNA is the pre-eminent organization lobbying in New York City and in Albany for on-premise establishments
- NYNA is working to ensure "The City That Never Sleeps" is able to operate and serve until 4 AM

With your permission, NYNA will acknowledge your support of our organization to our members in an agreeable and appropriate manner.

# Contact Us



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