



Windsor Management provides office tenants with exclusive retail incentive program

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Manhattan, NY As the weather improves and the Open Restaurants program gears up, Windsor Management, a locally-based, owner-operator of office properties primarily in Midtown, Flatiron, and the Grand Central District, is expanding the Windsor Club Card incentive program it launched last fall with more restaurants and retailers. The original participants specifically comprised the firm's retail and restaurant tenants who accepted the proprietary silver metal card as identification for 10 percent discounts for food and services. In the past few months, the program has become increasingly popular with Windsor Management office tenants and their staffs, and even non-tenant retailers have joined the Windsor Club Card roster.

"As tenants began to return to their offices and reopen their restaurants and stores last fall, we saw the need to bring office workers and retailers together again," said Matt Kiamie, vice president/COO, Windsor Management. "While many property owners were already accepting more flexible office terms, ground level tenants still had to grapple restricted occupancy, as well as find new methods to bring back customers. Offering a 10% discount for a meal, bottle of wine, or spa treatment has turned out to be a real incentive."

Several restaurants and stores are currently participating in the program, including Windsor tenants The Flatiron Room, B.Spoke Restaurant, The Cutting Room, Vino Fine Wines & Spirits, and Exhale Spa. Among the non-tenant businesses opting into the program are Captain's Café, The Marta, and Trattoria Vivolo.

"The Windsor Club Card is helping bring back neighborhood patrons to our restaurant," said Tommy Tardie, owner of The Flatiron Room at 37 West 26th St., as well as Fine and Rare in Midtown. "We feel fortunate to have a landlord who has gone out of his way to develop a smart marketing concept and we are delighted to participate."

Regarded as another perk of being a tenant in a Windsor Management-owned building, the firm plans to continue the discount card indefinitely at no cost to participating establishments, while increasing the number of participating restaurants and retailers.

Located at 31 East 32nd St., between Park and Madison Aves., Windsor Management, owned by the Kiamie family, is a privately held, full-service commercial real estate company serving New York,

Westchester, and Connecticut since 1944. The firm's operational and ownership philosophy is centered on creating value for its tenants, employees, and the communities within which it conducts business through reinvesting in property upgrades and providing top level tenant services.

The office and mixed-use buildings in the current Windsor Management portfolio comprise 99 Madison Ave.; 44 East 32nd St.; 31 East 32nd St.; 118 East 28th St.; 16 West 36th St.; 37 West 26th St.; 256 West 36th St.; 115 West 45th St.; 6 Armstrong Rd., Shelton, CT; 411 Theodore Fremd Ave., Rye, NY.

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