

Why NYC's Most Exclusive Social Clubs Are Hot with Investors

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Most building owners believe social clubs are a “solid amenity,” explained [Robert Gilman](#), a CPA [and Real Estate Leader] with the accounting firm Anchin.

For instance, at Hudson Yards, Gilman says ZZ’s Club has been “a standout.” Operated by Major Food Group, in 37 Hudson Yards, its moniker comes from founder Jeff Zalaznick’s nickname. It includes a Japanese restaurant, a cigar terrace, a lounge with music programming and has a private location for its restaurant Carbone. The website shows \$20,000 for initiation & \$10,000 in annual fees.