Long Island City Partnership

2017 ANNUAL REPORT

LIC QNS

Welcome

Dear Members and Friends of the LIC Partnership,

Welcome to our 2017 Annual Report!

Long Island City is a neighborhood unlike any other, with an unparalleled anda intertwining mix of sectors, at once enjoying deep roots and achieving new heights. Since 1979, the LIC Partnership has been serving this large and important area, helping to facilitate both neighborhood wide improvements and individual company growth, and today we are doing so in more ways than ever. In the following pages, you will see a taste of what the neighborhood has to offer and what our efforts have accomplished in economic development, supplemental services, marketing and business assistance.

None of this work is possible without the support of Members, Directors, our Corporate Sponsors, our highly effective Elected Officials, and most of all, the creative, committed and highly effective people and organizations of LIC.

Up to date information can always be found at our resource-packed website licqns.com and we encourage you to stay in touch by signing up for our e-newsletter, reaching out for business assistance, attending events, and becoming a Member.

Sincerely,

Elizabeth Lusskin
President

Gary Kesner
Chairperson

Thank you to our Annual Sponsors

PREMIERE

CRITERION GROUP LLC

jetBlue

TISHMAN SPEYER

RAVENSWOOD GENERATING STATION

PLATINUM

THE FACTORY LIC

conEdison

Kaufman ASTORIA STUDIOS

ModernSpaces LOVE YOUR PLACE

People's United Bank Member FDIC
What know-how can do®

PLAXALL

ROCKROSE

SAVANNA

SILVERCUP STUDIOS

TD Bank
America's Most Convenient Bank®

Werwaiss & Co., Inc.

GOLD

Bank of America Merrill Lynch

investors Bank
Banking in *your* best interest.

RELATED

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Thank you to our elected officials for their pivotal support:

Governor Andrew M. Cuomo
Mayor Bill de Blasio

US Senator Charles E. Schumer
US Representative Carolyn B. Maloney
NY State Senator Michael Gianaris
Queens Borough President Melinda Katz

US Senator Kirsten Gillibrand
US Representative Joseph Crowley
NY State Assemblywoman Catherine Nolan
NY City Council Majority Leader Jimmy Van Bramer

About LIC Partnership

LIC Partnership is the neighborhood development organization for Long Island City (LIC). Our mission is to advocate for economic development that benefits the area's industrial, commercial, tech, cultural, tourism, and residential sectors. The goal is to attract new businesses to LIC, retain those already here, welcome new residents and visitors, and promote a vibrant and authentic mixed-use community.

What we do

Plan for the success of LIC as a mixed-use community with fellow local stakeholders.

Provide direct supplemental services for the LICBID, including daily sanitation, maintenance of capital improvements, visitor programs, and retail attraction.

Provide business services and assistance through operating the Long Island City Business Improvement District (LICBID) and LIC Industrial Business Zone (LICIBZ).

Host networking, educational, B2B and community events.

Act as central source of Long Island City neighborhood news, attractions and events through our website, social media, and weekly e-newsletter.

Connect and support businesses through events, membership, sponsorship, branded LIC maps and street banners, and the Partnership Perks discount program.

Long Island City
Legend
Type of Development
Completed
Planned
Per Dot
Residential Development
100 Units
Commercial
100K Sq. Ft.
Hotel
100 Rooms
Business Improvement District
North Subdistrict
South Subdistrict
Industrial Business Zone
Long Island City Partnership
View our interactive Development Map at licqns.com/maps
Manhattan
Roosevelt Island
Queens
Dutch Kills
Queensbridge
Sunnyside Yards
Queens Plaza
Court Square
Hunters Point
Brooklyn
Mount Sinai Queens
Weill Cornell Medicine
The Rockefeller University
Cornell Tech
LaGuardia Community College
TO LAGUARDIA AIRPORT
TO JFK AIRPORT
Astoria
Roosevelt Island
Long Island City
Hunters Point Ave
Hunters Point South
ASTORIA PARK SOUTH
ASTORIA BOULEVARD
ROBERT F KENNEDY BRIDGE
ROOSEVELT ISLAND BRIDGE
ED KOCH QUEENSBORO BRIDGE
QUEENS PLAZA NORTH
JACKSON AVENUE
THOMSON AVENUE
SKILLMAN AVENUE
LONG ISLAND EXPRESSWAY
QUEENS MIDTOWN TUNNEL
BORDEN AVENUE
GREENPOINT AVENUE
PEARSON PLACE
VERNON BOULEVARD
CENTER BOULEVARD
HONEYWELL STREET
LIE WB ENTRANCE VAN DAM ST
STARR AVENUE
BRADLEY AVENUE
PAIDGE AVENUE
CLAY STREET
MAIN STREET
WEST ROAD
EAST ROAD
WEST LOOP ROAD
EAST LOOP ROAD
FDR DRIVE
YORK AVENUE
E 76 STREET
E 74 STREET
E 72 STREET
E 70 STREET
1 AVENUE
2 AVENUE
3 AVENUE
26 AVENUE
27 AVENUE
26 ROAD
24 ROAD
23 TERRACE
24 STREET
23 STREET
21 STREET
14 STREET
14 PLACE
2 STREET
4 STREET
31 STREET
32 STREET
30 AVENUE
30 DRIVE
31 AVENUE
33 ROAD
34 AVENUE
33 AVENUE
BROADWAY
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41 AVENUE
35 AVENUE
39 STREET
37 STREET
38 STREET
43 ROAD
44 AVENUE
44 ROAD
44 DRIVE
45 ROAD
46 ROAD
47 ROAD
47 AVENUE
49 AVENUE
51 AVENUE
29 STREET
30 PLACE
36 STREET
39 PLACE
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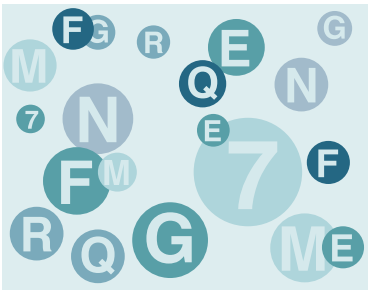
Economic Development and Neighborhood Info

LIC is a thriving, fast-growing, and authentic mixed-use "city within the City". One of the most vibrant business communities in NYC and largest manufacturing centers in New York State, LIC's exceptional blend of industrial, commercial, residential and cultural sectors are all building a more dynamic neighborhood. Cited as the fastest growing neighborhood in the country, thousands of more people will soon call LIC home.

Amenities

- 39+ arts & cultural institutions and venues
- 150+ restaurants, bars and cafes
- 33 hotels
- 10+ summer event series
- 5 waterfront parks
- 44 public schools



Connectivity & Transit

Direct access to Midtown Manhattan, Brooklyn, Roosevelt Island, Bronx, and Long Island

Grand Central / Midtown *5 minutes via 7/E/M/N/R/W trains*

Penn Station *25 minutes via E train*

Port Authority *20 minutes via 7 train*

East 34th Street *8 minutes via ferry*

Cornell Tech (Roosevelt Island) *5 minutes via ferry, subway or car*

LGA Airport *15 minutes via car / 30 minutes via public transit*

JFK Airport *30 minutes via car / 25 minutes via public transit*

8 subway lines, 15 bus lines

LIRR, 4 bridges, 1 tunnel

70 Citibike bicycle stations

NYC Ferry Service

Dynamic Business Mix

- 6,600+ businesses with 106,000+ employees
- 50,000+ students at higher education institutions

LaGuardia Community College

CUNY Law

Cornell Tech (Roosevelt Island)

Major Businesses Include:

Boyce Technologies, Brooks Brothers, Citibank, J.Crew / Madewell, JetBlue, Kaufman Astoria Studios, Lyft,NYC DOH, Publicis / Re:Sources, Ralph Lauren, Silvercup Studios, TEI Group, Uber

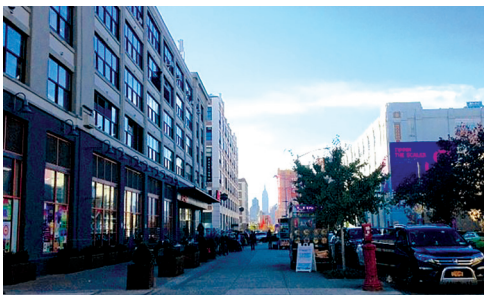
Development

Residential	Hotels	Commercial / Industrial	Retail
• 14,100+ units completed	• 3,100 current hotel rooms & 33 hotels	• 7.5 M sq. ft. currently	• 7.5 M sq. ft. currently
• 19,100+ units in planning / construction	• 4,200 rooms and 30 hotels in planning / construction	• 4.5M sq. ft. by 2020	• 4.5M sq. ft. by 2020

Our website licqns.com/economicdevelopment includes many layers of neighborhood information, including: Development Maps providing real-time data on the neighborhood's growth, Quick Facts on the area including development statistics, area assets, major employers and institutions, a Space Bank for retail listings, and a compilation of Market Reports on LIC produced by industry leaders.

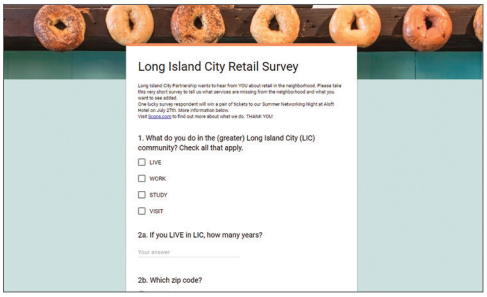
Planning and Development

LIC Partnership is an active leader in the growth and development of the LIC neighborhood. In addition to tracking Economic Development Data and Neighborhood Info, LIC Partnership engages businesses, residents and local stakeholders in short and long-term community planning efforts. Its current work, examples of which are below, is an outgrowthof the Partnership's LIC Comprehensive Plan, released in 2016. Find more information at licqns.com/LICPlan.



LIC's **homegrown innovation economy** is thriving in the dynamic district southeast of **Sunnyside Railyards**. LICP is working with its businesses and owners to have the street environment mirror and serve the great energy of the district.

In partnership with NYC-based tech companies Connecthings and Vectuel, we are developing **LIC Compass**, a new smart wayfinding system that combines street signs, beacon technology and a user-friendly digital platform. Funded in part by NYC Department of Small Business Services.



More than 1,300 LIC residents, workers, and students responded to our first **LIC Retail Survey**. The top 3 shops needed are restaurants, pharmacies and grocery stores.

LICP is working with volunteers and local businesses to bring art to the streets. Above is ***Between Spaces***, a temporary mural designed by Lina Puerta and installed by JetBlue employees with the permission of NYC DOT.

Business Improvement District

BID Expansion

Created in 2005 and managed by LICP, the Long Island City Business Improvement District (LIC BID) was expanded this year to now include Queens Plaza, Jackson Avenue, Vernon Boulevard, and 44th Drive. Special thanks go to our incredible elected officials, especially NYC Council Majority Leader Jimmy Van Bramer, and the LIC BID Board of Directors and BID Expansion Steering Committee, for making the expansion a reality and bringing services to twice as much of the LIC community. For more information about the LIC BID and BID expansion, visit licqns.com/licbid

Mattted LIC

Retail Destination

As the city's Fourth Central Business District and home to nearly 200 businesses, the BID offers everything from locally-adored restaurants and retail stores to pet shops and pediatricians. Residents and visitors can sample award-winning dishes and cocktails, choose from a range of fitness, recreation, and arts classes, and even access world-renowned cultural institutions.

JetBlue volunteers planting tree pits on Queens Plaza

District Maintenance

The BID interacts daily with local merchants, monitors public safety and operational conditions in the district, and contracts vendors to provide supplemental sanitation, landscaping, maintenance, and beautification services. The BID also works closely with NYPD's 108th and 114th Precincts and city agencies and coordinates corporate volunteer days to keep LIC a safe, welcoming, and vibrant place for people to eat, drink, play, and visit every day.

Business Assistance & LIC Industrial Business Zone

Fifth Hammer Brewing Company

Since 1979, we have provided one-on-one assistance to businesses in the greater LIC area on a wide variety of issues, including: financing and incentives, real estate, energy savings, staff training, operational issues, and more. We also manage the LIC Industrial Business Zone (LICIBZ), established in 2006 by the City to protect existing manufacturing districts and encourage industrial growth citywide.

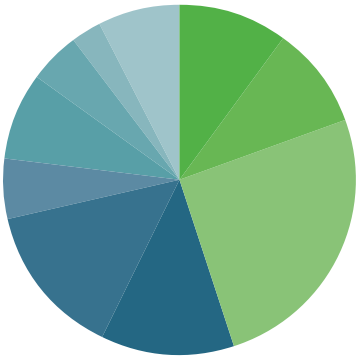
Total Businesses
6,800+

Total Industrial Businesses
2,200+

Total No. of Employees
115,800+

Total Industrial Employees
45,200+

206 Business Assistance Cases in 2017:



15 Financing
14 Incentives
40 Navigating Government
18 Real Estate Assistance
51 General Information Inquiry
31 Business Connection
12 Business Planning
8 Recruitment and Training
5 Marketing
12 Other

GSB Digital

Levante

Marketing

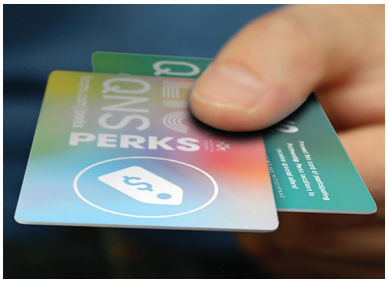
Our marketing efforts are dedicated to promoting LIC as a place to live and work and as an experience. Through LICQNS.com, our weekly e-mail newsletter and social media, we highlight the best in LIC events, community news, key economic development data, locally available business services and opportunities. Sponsored programs include co-branded Perks Cards, sponsored WalkNYC maps, and logo placement in one of the largest banner programs in the city.

10,000+
E-newsletter subscribers

2,250+
Facebook likes

3,600+
Twitter followers

2,900+
Instagram followers



100+
Partnership Perks neighborhood discount offerings

17,250+
Perks cards in distribution to LIC employees and residents

170+
LIC Neighborhood Banners with 20 Sponsors

5,900+
LIC Maps distributed from Info Kiosks

Events

LIC Partnership hosts events year-round to connect, educate, and promote businesses to build a stronger community in LIC. Highlights from special events and programming in 2017 include:

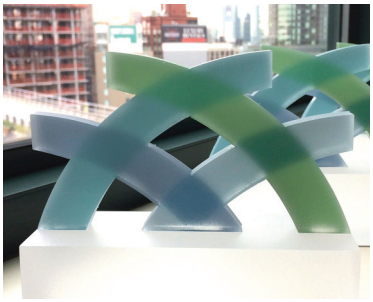
Networking Nights for local business neighbors to meet and mingle at unique spaces like Oro Restaurant, Edison Price Lighting, and Aloft Long Island City-Manhattan View

Educational panels for businesses including Incentives & Financing, and the Annual LIC Real Estate Breakfast

LIC Springs! street festival, bringing the community together with 100+ activities and 12+ stage performances

LIC Summit "Innovating Community" a comprehensive day of discussions on a range of sectors vital to LIC

LIC BID Annual Meeting reflecting on the year's accomplishments including the expansion of the existing BID boundaries

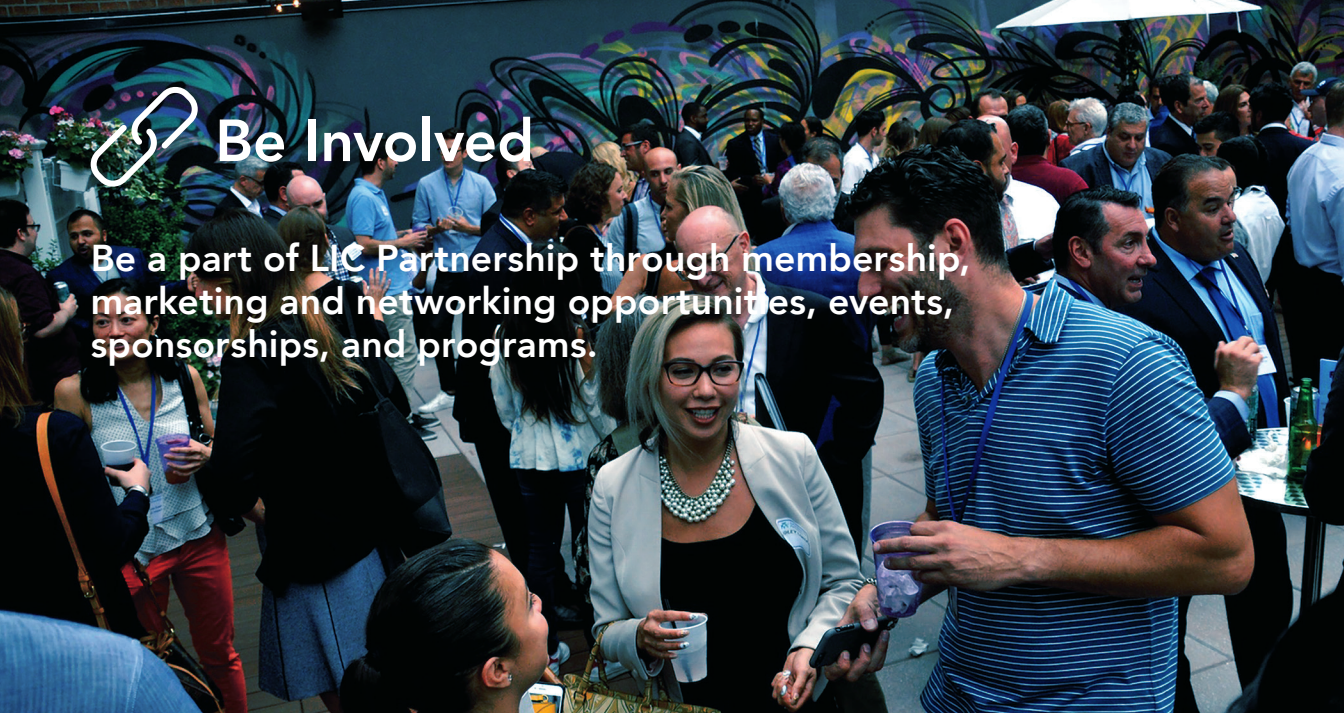


30th Annual Awards Gala celebrating 3 decades of business and community awards, honoring Boyce Technologies and Hour Children for 2017

1,000+
Community events on LIC calendar annually

15+
LIC Partnership Events annually

15,000+
LICP Event attendees annually



Be Involved

Be a part of LIC Partnership through membership, marketing and networking opportunities, events, sponsorships, and programs.

Membership

- **Join as a Member:** Be a part of LIC Partnership as a Member and take advantage of benefits including significant discounts to all LICP events, marketing, access to our Membership Directory, exclusive access to Member to Member seminars and more.

Access Business Assistance

- **Reach out to our Business Assistance team:** Schedule a free evaluation.

Events & Sponsorship

- **Become an Annual Sponsor:** Choose a bundled Annual Sponsorship to yield ongoing visibility throughout the year, including at our events, and maximize your contribution.
- **Sponsor an Event:** Promote your business or organization at one of our many networking nights, panel events, and conferences throughout the year.

Neighborhood Marketing

- **Offer a Partnership Perk:** Partnership Perks is a free program of offerings from retailers, service providers, cultural institutions, and more, exclusively for LIC community members.
- **Brand Neighborhood Banners:** Promote your business to hundreds of thousands of people per day with your logo prominently displayed on LICP neighborhood banners that brighten the area.
- **Sponsor LIC Maps:** Make your mark by sponsoring the official Long Island City maps, created by NYC Department of Transportation's WalkNYC program.

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Long Island City Partnership

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Elizabeth Lusskin
President

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