



## Long Island City Business & Organization Survey

Tell us what you think about the future of Long Island City and you'll be entered to **win a set of two JetBlue tickets or a three-month membership to the LIC YMCA!**

### About the Survey

Long Island City is at a defining moment with growth happening across all sectors. While the evolution of LIC can present a great opportunity for area businesses and institutions, it also comes with numerous challenges.

### Your Participation

To ensure that your voice is heard throughout our neighborhood planning process, we ask that you complete the following survey. Information gathered will be used to shape our neighborhood's future, and determine how it grows. Your participation in this survey is immensely important, but completely voluntary. Your responses will be kept confidential. **The survey is limited to businesses and organizations located within the following ZIP codes: 11101, 11102, 11103, 11104, 11106, 11109 and 11120.** If you would prefer to take this survey online, visit: [www.licpartnership.org/survey](http://www.licpartnership.org/survey).

We'd appreciate if you could please encourage neighboring businesses and organizations to complete the survey as well. The more information gathered, the better the results. Thank you in advance for your participation!

### Questions & Comments

If you have any additional questions or if you'd like to become involved in this process beyond the survey, don't hesitate to reach out to us at [survey@licpartnership.org](mailto:survey@licpartnership.org). For more information on the Long Island City Partnership, please visit [www.licpartnership.org](http://www.licpartnership.org).

### Before you get started...

**Please fill out a separate survey for each individual business or organization that you operate** so that we can get an accurate picture of all businesses and organizations in Long Island City (LIC).

Please enter the name, address, and contact information of your business or organization in LIC below.  
If you have multiple locations for a single business or organization, please use your main LIC address.

Contact Information			
Business/Organization Name			
Address			
Address 2		ZIP Code	
Your Name		Title	
Phone		E-mail	
If you know your NAICS or SIC for your business/organization, enter it here. (If not, please leave blank.)			

Do you **own** the space where your business/organization is located? (Select one)     Yes     No

**If you rent**, what year will your lease expire (including options to renew)? \_\_\_\_\_

**How many years** has your business/organization been operating in LIC? \_\_\_\_\_

If your **business/organization moved** to LIC, where did it move from? (Select one)

- |   |                                      |                                      |
|---|--------------------------------------|--------------------------------------|
| <input type="radio"/> Elsewhere in Queens | <input type="radio"/> Staten Island  | <input type="radio"/> Outside of NYC |
| <input type="radio"/> Brooklyn            | <input type="radio"/> The Bronx      | (Specify City & State):              |
| <input type="radio"/> Manhattan           | <input type="radio"/> Not applicable | _____                                |

Do you have **other locations** of the same business/organization in LIC? (Select one)  Yes  No

**If yes**, enter the address for each additional location:

Address #1:	
Address #2:	
Address #3:	
Address #4:	

### About Your Business or Organization

Describe what your business/organization does in **one sentence**: \_\_\_\_\_

Which of the following **best** describes your type of business/organization? (Select one)

- Artist
- Arts / Cultural Organization
- Bank or Financial Institution
- Community Facility (e.g. hospital, school, daycare, senior center, fitness)
- Construction
- Film / Television / Entertainment Production
- Hotel / Lodging / Accommodation
- Manufacturing
- Design (not including web design) / Prototyping
- Other Professional Services (e.g. medical/health (non-hospital), accounting, marketing, advertising, legal, insurance, architecture, engineering etc.)
- Real Estate
- Retail Store / Restaurant / Bar / Eating or Drinking Establishment
- Software / Internet / Digital Services (including web design)
- Storage / Warehousing / Wholesale Business
- Transportation
- Other: \_\_\_\_\_

### Your Location

How big is your **current space** at this location? (Select one)

- Less than 1,000 sq. ft.
- 1,001 – 2,500 sq. ft.
- 2,501 – 5,000 sq. ft.
- 5,001 – 10,000 sq. ft.
- 10,001 – 25,000 sq. ft.
- 25,001 – 50,000 sq. ft.
- 50,001 – 100,000 sq. ft.
- More than 100,000 sq. ft.

Within the next **5** years, your business/organization **will need**: (Select one)

- More space than you have now + \_\_\_\_\_ sq. ft.
- Roughly the same amount of space
- Less space than you have now – \_\_\_\_\_ sq. ft.

How difficult or easy do you expect it to be **to find a space to suit your growth needs in LIC**? (Select one)

- Difficult; may need to consider other locations
- Moderate; no different from other similar markets in NYC
- Easy; no problem staying in LIC
- Not applicable; I don't expect to need more space

Do you think your business/organization **will still be located in LIC in 5 years**? (Select one)

- Yes **Briefly explain your response:** \_\_\_\_\_
- No \_\_\_\_\_
- Not Sure \_\_\_\_\_

**Rank in order of importance (1 to 5) the following factors in your space considerations**, where 1 represents “Most Important” and 5 represents “Least Important.” If you specify an “other” factor, rank 1 through 6. **(Please do not use the same number more than once)**

Industrial/Open Floor Plan Space	
Traditional Office Space	
Flexible lease terms	
Access to loading/unloading space	
Availability of reasonably priced real estate	
Other (please specify):	

Understanding that even small differences in rent can be very challenging for businesses, **what approximate ranges of rent do you consider appropriate** for your type of space? (Select one)

- Less than \$15 per sq. ft.
- \$16 - \$25 per sq. ft.
- \$26 – \$35 per sq. ft.
- \$36 – \$45 per sq. ft.
- More than \$45 per sq. ft.

**Your Workforce**

**How many employees** does your business/organization have **in LIC**?

Number of <b>Full-Time</b> Employees	
Number of <b>Part-Time</b> Employees	

Within the next 5 years, do you expect **the size of your workforce** to be: (Select one)

- Larger, approximately + \_\_\_\_ % of employees
- Roughly the same
- Smaller, approximately – \_\_\_\_ % of employees

How many of the positions in your LIC operation require the following **MINIMUM** education? (Select **one** response for **each of the following rows**)

	All	More than half	About half	Less than half	None
Graduate degree or higher					
Undergraduate degree					
High school diploma or GED					
Trade-specific skills					
No minimum educational requirements					

Where do **most** of your employees live? (Select one)

- In LIC Area (including LIC, Astoria, Sunnyside)
- Elsewhere in Queens
- Brooklyn
- Manhattan
- Bronx
- Staten Island
- Long Island
- Outside of NYC and Long Island

How do **most** of your employees at this location get to work? (Select one)

- Car
- Subway
- Bus
- Walk
- Long Island Railroad (LIRR)
- Bike
- Other, please describe: \_\_\_\_\_

**Business Assistance**

Have you used any **business assistance programs** in the past 5 years? Please **check all that apply**:

- Not applicable (if selected, skip to next section)
- Industrial & Commercial Abatement Program (ICAP)
- Industrial Development Agency (IDA)
- Energy Cost Savings Program (ECSP)
- Relocation & Employment Assistance Program (REAP)
- Industrial Business Zone Relocation Credit (IBZ)
- Commercial Expansion Program (CEP)
- Other NYC Programs (e.g. Recruitment & Training Funds)
- NYSERDA Programs
- NYS Excelsior Jobs Program
- Start-Up NY
- M/WBE Certification (Minority- & Women-Owned)
- Other: \_\_\_\_\_

If you used any business assistance programs, **were you satisfied** with the way they worked to support your business? (Select one)

- Yes
- No

**If no**, briefly describe why: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### About Long Island City

**Section A:** For each of the following that are important to your business/organization, rate the **quality** of each item in LIC on a scale of 1 to 5, where **1** represents “Poor” and **5** represents “Excellent.” (Select **one response for each row**)

**Section B:** Select the top three most important factors to your business. (**Select up to 3** in the column)

	Section A					Section B
	1	2	3	4	5	Top Three Most Important
Access to public transportation						
Access to roads, highways, or bridge/tunnel crossings						
Availability of parking						
Access to suppliers, customers, or related businesses						
Access to qualified workforce						
Neighborhood amenities (e.g. Culture/entertainment, restaurants, social gathering spots, retail)						
Perception of neighborhood safety						
Being near to quality housing for people who work here						
Broadband service						
Other (please specify):						

In addition to the issues above, are there unmet city/utility service and infrastructure needs in LIC? If so, what are they?

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Is there anything else that you think we should know about operating your business/organization in LIC?

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May we **follow up with you** to get some **more information** about some of your answers?  Yes  No

**Thank you for your participation in this survey!** Those who complete the survey will be entered to win a set of two (2) JetBlue tickets or the LIC YMCA membership. **For a full list of terms and conditions, visit [licpartnership.org/LICPlan](http://licpartnership.org/LICPlan)** Drawing will be held January 16, 2016 and you will be notified by e-mail or phone. If the prize is not claimed in 30 days, it will be awarded to another randomly chosen participant. If you have any questions, please reach out to us at [survey@licpartnership.org](mailto:survey@licpartnership.org).

### About LIC Partnership

LIC Partnership (LICP) is the neighborhood development organization for Long Island City. 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. As part of this mission, we launched the **LIC Comprehensive Plan**, and this Business Census is a key part of Phase 1, setting the stage for important recommendations and defining areas for further work. If you would like to learn more about LICP, including about economic development in the area, upcoming events and business services, please visit [licpartnership.org](http://licpartnership.org).

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