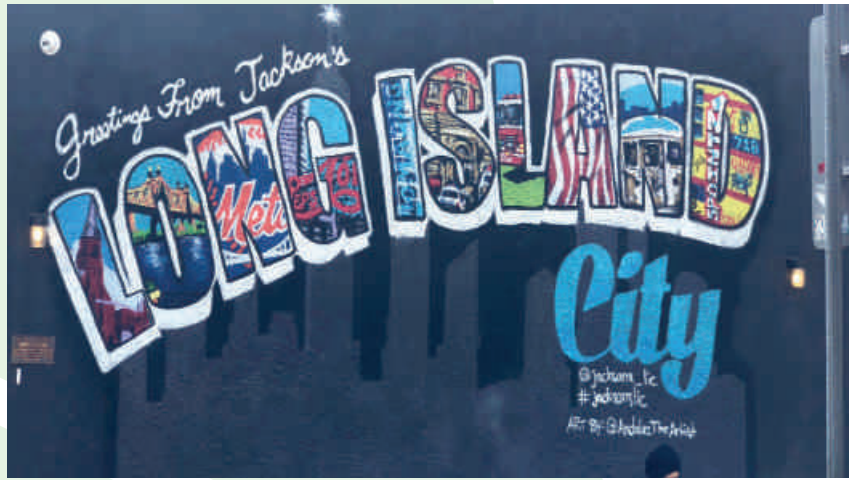




Long Island City  
Business Improvement District

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**2018**  
ANNUAL REPORT



Dear BID Members,

This past year was the first full year for the expanded BID, and what a year it's been! While construction fencing comes down, we've been putting up hanging baskets and banners, picking up more trash than ever, and increasing our marketing reach for the great businesses and places of the LIC BID.

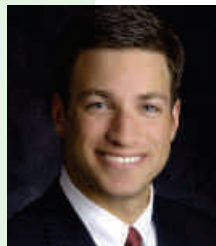
In the following pages we tell you all about our ongoing BID Services, remind you to Shop Local LIC, and update you on the many ways to Experience LIC. Finally, we look at LIC by the Numbers and track some of the significant changes happening in and around the district. Be sure to sign up at [LICQNS.com](http://LICQNS.com) for updates throughout the year and to access extensive information about the neighborhood.

We look forward to working with our community and business partners to serve this growing area, and thank all of you for all YOU do to make this area so original and so vibrant.

Sincerely,



**Elizabeth Lusskin**  
Executive Director

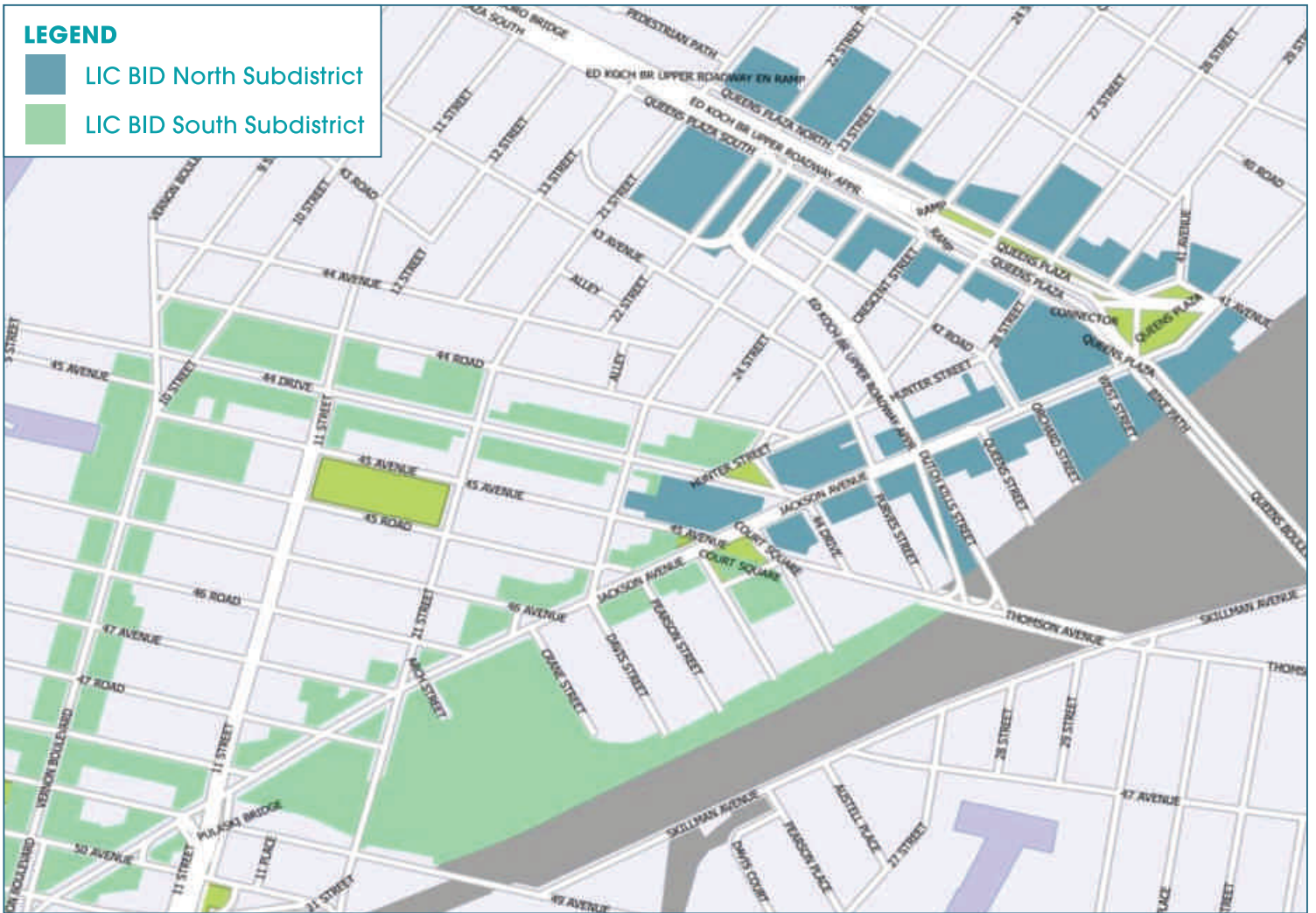


**David Brause**  
Chairman



## LEGEND

- LIC BID North Subdistrict
- LIC BID South Subdistrict



## Long Island City

Long Island City (LIC), located directly across the East River from Midtown Manhattan, is an authentic mixed-use community. The greater LIC area is home to **170,000 residents, 115,000 employees and 6,600 businesses**. In this dynamic, industrious, and livable neighborhood you will find Fortune 500 companies, world-renowned arts and cultural institutions, prominent film and television studios, a large industrial base, proudly within the borough of Queens—America's most diverse county. As many as 55,000 students at higher education institutions LaGuardia Community College, CUNY Law and adjacent Cornell Tech are in LIC every day. Located just a few minutes from Midtown Manhattan and north Brooklyn, LIC, at the geographic center, is one of the most connected neighborhoods in the city. Since 2010, more residential units have been built in LIC than in any other neighborhood in the country, making it the fastest growing neighborhood in America.

## Long Island City Business Improvement District

The Long Island City Business Improvement District (LIC BID) serves a diverse and growing community. Created in 2005, the original LIC BID encompassed the commercial corridors along Queens Plaza and Jackson Avenue to Court Square. Last year the BID expanded to include the commercial corridors continuing along Jackson Avenue, Vernon Boulevard, and 44th Drive. Managed by the Long Island City Partnership, the BID provides supplementary sanitation and visitor services within the District, and carries out community development and marketing initiatives that benefit the neighborhood.

## Long Island City Partnership

Long Island City Partnership (LICP) is the neighborhood development organization for 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. LICP also operates the LIC Business Improvement District and LIC Industrial Business Zone (LIC IBZ), providing business services and assistance.

# WELCOME TO THE LIC Business Improvement District

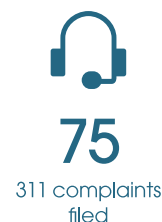
The LIC BID area constitutes a major retail, cultural, commercial, and transportation hub. As the city's Fourth Central Business District with nearly 200 businesses, it accommodates a large daytime working population and an increasingly large residential and cultural/visitor population as well.

## Keeping LIC Beautiful

The BID's mission includes keeping our streets clean and our district beautiful. The BID contracts with Streetplus to make this possible, working daily to sweep the sidewalks, collect and bag trash, and remove graffiti and stickers from street furniture. Our six-person Streetplus team, supported by an on-site working supervisor, also plays an important ambassador role within the neighborhood, helping visitors with directions while keeping our district clean seven days a week.

This year, we added a new beautification project, installing and maintaining **87 lamppost flower baskets** throughout the BID.

Additionally, we partnered with the **NYC Department of Parks & Recreation** to maintain and enhance the Queens Plaza Greenway and Dutch Kills Green, and we directly maintained the medians along Jackson Avenue. Thanks to the generous support of **jetBlue Airways**, we continued our annual tree pit planting program in May with 35 volunteers planting vibrant begonias in 21 tree pits along Queens Plaza. A huge thank you to our watering partners, including **Apex Technical School, Gotham Fresh Foods, jetBlue Airways, MetLife, QLIC, and Silvercup Studios**. The LIC BID was excited to again participate in **Tishman Speyer's** annual **Day of Service** in June this year, with 40 Tishman Speyer volunteers weeding, mulching, and planting in Dutch Kills Green and along the Queens Plaza Greenway.



**87**  
Hanging Baskets  
Installed



**14,144**  
Hours of  
Cleaning



## Community Volunteer Activities

We are creating a variety of ways for neighborhood workers and residents to lend a hand and create new friendships.

We invite you to volunteer with us as we plant the tree pits along various corridors in the BID. Please contact our BID Team if you are interested in this opportunity to help beautify our neighborhood.

The LIC Partnership and BID staff are your ambassadors to the neighborhood. Please reach out on how we can help:

Reegan Brown, BID Operations Manager,  
rbrown@licpartnership.org

### Material Distributed July 2017–June 2018

Business Assistance Brochures	Walk NYC Map	A-Z LIC Guide	Event Bulletins	TOTAL
90	2,618	688	672	4,068

## Tourism & Visitor Services

We want LIC to continue to be an attractive and welcoming place for everyone, including those who are interested in visiting. LIC has 39+ cultural attractions and has 32 hotels currently open. We provide two informational kiosks within the BID, filled with maps and brochures to ensure that tourists and visitors have an easy and enjoyable time navigating LIC and enjoying what it has to offer.



26

BID e-blasts sent



## Public Safety

The LIC BID works with NYPD's 108th and 114th precincts, city agencies, business and property owners, and community civic organizations to create a welcoming and safe environment in the district. The BID also continues to send notification emails to members with updates on serious weather conditions or other service alerts in the district.

## Marketing & Events

Directly and through the LICP, we promote and advocate on behalf of our vibrant and diverse business community and supported local social service and cultural organizations. Marketing opportunities such as **branded LIC maps** that feature area attractions, including dining, cultural institutions, retail, parks, and our **Neighborhood Banner Campaign** that line the streets of the BID offer additional ways for BID businesses to market themselves to other businesses, residents, visitors and the employee population. **Community events** where BID businesses and residents can contribute to the vibrancy of the neighborhood are **LIC Springs!** (see page 8 for photos and more), BID Annual Meeting and Networking Nights.

Additionally, our **LICQNS.com Business Directory**, **Events Calendar weekly e-newsletter** and **strong social media presence** help get the word out about opportunities and events. We connect with 20,000+ online subscribers and followers through our digital marketing efforts.



# Get Social! Share your photos using #LICBID

@licpartnership

@licqns

facebook.com/licpartnership

# WELCOME TO THE Neighborhood



15  
bus lines



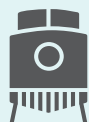
70  
Citi Bike  
stations



3  
NYC ferry  
landings

8

subway lines



1  
LIRR  
station



4  
bridges



1  
tunnel

Eat  
Live Play  
Work Shop

LIC is a place to satisfy your senses from the awe-inspiring waterfront park to world-class cultural attractions, to ground-breaking entrepreneurial ventures and the treasured “mom and pop” retail shops. With live musical entertainment, Michelin star and global cuisine restaurants, family and pet friendly businesses, it truly is a vibrant mixed-use community with something for everyone.

[LICQNS.com/experience-lic](http://LICQNS.com/experience-lic)

## New Retail Businesses

Many new businesses opened their doors within the BID this year, including Book Culture, Queensboro Plaza Dental Care, Levante, Sapps, Vernon Grille, Bellweather, uBreakiFix, and several more! We also have many long standing businesses that continue to be a backbone of the community. **Visit the Business Directory at [LICQNS.com/experience-lic](http://LICQNS.com/experience-lic) for a larger listing of the businesses you can find in LIC.**

### Bellweather

47-25 Vernon Boulevard (between 47th Rd – 47th Ave)

### Beverly Hill Cleaners

27-20 Jackson Ave (between 44th Dr – Purves St)

### Book Culture

26-09 Jackson Ave (between 44th Dr – 43rd Ave)

### Bridge Gourmet Market\*

23-01 Queens Plaza North (between 23rd St – 24th St)

### Centro Pizza Bar & Italian Kitchen

47-23 Vernon Boulevard (between 47th Rd – 47th Ave)

### Chipotle

26-14 Jackson Ave (between 44th Dr – Purves St)

### City Chemists\*

Jackson Ave and 44th Dr

### City Owllets

10-42 Jackson Ave (between 50th Ave – 51st Ave)

### Clever Blend

27-06 Queens Plaza South (between 27th St – 28th St)

### Crescent Barbershop

42-15 Crescent St (between Queens Plaza South – 42nd Rd)

### Dai Kachi\*

46-18 Vernon Blvd (at 46th Rd)

### DesiBowl

49-11 Vernon Blvd (between 49th Ave – 50th Ave)

### Dunkin Donuts

27-12 Queens Plaza South (between 27th St – 28th St)

### Healthy Living Pharmacy

42-15 Crescent St (between Queens Plaza South – 42nd Rd)

### Ice & Vice

27-20 Jackson Ave (between Dutch Kills St – Queens St)

### Levante

26-21 Jackson Ave (between 44th Ave – 44th Dr)

### MetroPCS

27-24 Queens Plaza South (between 27th St – 28th St)

### Pantry Market Eatery

24-20 Jackson Ave (between Pearson St – Court Square West)

### Petey's Burger

46-46 Vernon Boulevard (between 46th Rd – 47th Ave)

### Plaza Cleaners\*

13-33 Jackson Avenue (between 47th Ave – 21st St)

### ProHEALTH Dental

50-11 Vernon Boulevard (between 50th Ave – 51st Ave)

### Queensboro Plaza Dental Care

41-15 Crescent St (between Queens Plaza South – 42nd Rd)

### R40\*

Vernon Blvd (between 47th Rd – 47th Ave)

### Sandwich King\*

4731 Vernon Blvd (between 47th Rd and 48th Ave)

### Sapps

27-26 Jackson Ave, (between Dutch Kills St – Queens St)

### Starbucks

26-14 Jackson Ave (between 44th Dr – Purves St)

### Sweet Chick

46-42 Vernon Boulevard (between 46th Rd – 47th Ave)

### Sweetleaf\*

28-10 Jackson Avenue (between Queens Plaza – Orchard St)

### T-Mobile

49-13 Vernon Boulevard (between 50th Ave – 49th Ave)

41-42 24th Street (at Queens Plaza North)

### uBreakiFix

10-50 Jackson Ave (between 51st Ave – 50th Ave)

### Vernon Grille

48-20 Vernon Boulevard (between 49th Ave – 48th Ave)

### Waheyo

27-16 Queens Plaza North (between 27th St – 28th St)

### WeWork

2701 Queens Plaza North (between 27th St – 28th St)

### Xian Famous Foods\*

26-19 Jackson Ave (between 44th Dr – 43rd Ave)

\* Coming soon



# Activities Dining Culture



20

Different Regional and International Cuisines\*

39

Cultural Institutions\*



\* Greater LIC area

# LIC Springs!

The 5th Annual LIC Springs! community street festival on Vernon Boulevard, supported by **NYC Department of Transportation** and once again by **City Council Member Jimmy Van Bramer** was a great success this year. LIC Springs! lets residents and visitors of all ages experience LIC at its most alive. You will find 100+ partner businesses showcasing their business or bringing an activity for the community from pasta and gyro eating contests to pony rides, a photo booth, face painting, acro-yoga, wine tasting, kid-friendly activities and a special performance schedule.

A special thanks to our **block ambassadors** and program leaders that made the event possible—Erica Paul, **NY Irish Center**, Sheila Lewandowski, **The Chocolate Factory**, Eric Benaim and Rebekah Witzke, **Modern Spaces**, Bryan Stacks, **Woodbines**, Gianna Cerbone-Teoli, **Manducatis Rustica**, and Melanie Lemieux, **New York Stage of Mind**.



100+

businesses participated in LIC Springs!



15,000+

attendees from the neighborhood and beyond



The Perks Card is a complimentary loyalty program that any LIC business can use.

It's a way for residents and workers to take advantage of the ever-changing discounts and opportunities in LIC. Log on today at [LICQNS.com](http://LICQNS.com) to create or update your free Business Directory profile and list your PERK.

Visit [LICQNS.com/perks](http://LICQNS.com/perks) for a full listing of participating partners.



16,000+ cards in circulation

100+ businesses offer Partnership Perks

EVERY DAY

# Shop Local

## Small Business Saturday

The 8th Annual Small Business Saturday was held on November 25, 2017, with the LIC Partnership encouraging residents, employees, and visitors to shop small at local businesses in LIC. NY1 came by and spoke to residents, customers, NYC Small Business Commissioner Gregg Bishop and the LIC BID to help spread the word to shop small.



We invite you to use the shopping guide and interactive map on our website at **LICQNS.com** for a list of the local businesses that participated in Small Business Saturday and for an everyday listing of who's in LIC.

LICP partnered with



55

businesses, each providing a unique promotion for the day

LICP staff handed out almost



2,000

LIC Shop Small maps



400

free tote bags at our Welcome Stations at major subway stations and the NYC Ferry stop at LIC Landing

## Saturday, Nov 24, 2018

If you're interested in taking part in this year's Small Business Saturday, email **Reegan Brown** at [rbrown@licpartnership.org](mailto:rbrown@licpartnership.org)

For more information, visit [LICQNS.com/shopsmall](http://LICQNS.com/shopsmall)

### LIC Community Streetscape and Arts Project (LIC CSAP)

LIC CSAP is a multipronged effort using art-based strategies and smart technology to increase LIC's economic and cultural vitality by better connecting all parts of the community in order to create a vibrant live, work and play neighborhood.

#### LIC Arts Connection: A Multi-site Art initiative centered on engaging the LIC community

Through a grant from **NY Community Trust**, funding from LICP and support from **Queens Borough President Melinda Katz** and **Council Member Jimmy Van Bramer**, LICP has launched several artist and community lead art installations throughout LIC. Several works of art will appear in LIC throughout the fall and next spring. You'll find works of art along park walls, fences, sidewalks and other creative open spaces in LIC.

#### LIC Compass: A Smart Wayfinding and Signage Program\*

LIC Compass, a wayfinding/orientation program will help locals and visitors alike discover new favorite places to shop and dine, and real-time listings of events through the use of QR codes and mobile technology. Look for a beta of the pilot program to launch in November.

\*This program is funded by Empire State Development, NYC Department of Small Business Services, Queens Borough President Melinda Katz, Council Member Jimmy Van Bramer, New York Community Trust and Long Island City Partnership.

#### LIC Public Realm Project: A Community Engagement Process for Reactivating Public Urban Space

This initiative includes site specific art and streetscape improvements and coordination with local partners in transforming underutilized spaces into temporary and permanent public spaces.



#### LIC Compass Technical Advisory Board

Boyce Technologies  
Citiesense  
Cornell Tech  
Envrmnt, by Verizon Labs  
LaGuardia Community College  
LinkNYC  
Verizon

# BY THE Numbers



## Hotel Development

CURRENT / OPEN		IN PLANNING / CONSTRUCTION	
32	3,200+	42	6,000
hotels	hotel rooms	hotels	hotel rooms

## A Live/Work Neighborhood

**170,000**  
Residents

**115,000**  
Employees

**6,600**  
Businesses



## Residential Development

**16,800+**

Total Units Completed

Since c. 2006

**11,700+**

Units Projected to Open

By 2020



## Commercial and Industrial Development in the BID

**8.2M**  
square feet  
existing\*

**3.4M+**  
additional square  
feet by 2020\*\*

\* New buildings and renovated flex commercial

\*\* Announced



## Retail Development in the BID

**193K+**  
square feet  
existing\*

**150K+**  
additional square  
feet by 2021\*\*

\* Retail in mixed-use buildings and renovated commercial

\*\* Announced

## Retail Survey

### FAVORITE THINGS TO DO IN LIC



### EAT OUT



### THE WATERFRONT



### LOCAL BARS / BREWERIES

**700+**

area residents, employees,  
and students responded to our  
retail survey

**70%**

of respondents stated more sidewalk greenery  
and/or open space would encourage them to  
walk more in the neighborhood



Top 3 shops respondents want  
to see in LIC are restaurants,  
clothing, and grocery stores

PEDESTRIAN COUNTS	9-10 AM	12-1 PM	5-6 PM
Queens Plaza	1,674	1,494	1,612
50th Avenue / Vernon Blvd	2,060	1,255	2,492
44th Drive / Hunter Street	903	932	965
Pearson Street / Jackson Avenue	498	630	823
44th Drive / Jackson Avenue	1,015	854	663
44th Drive / Vernon Blvd	366	404	357

Each total represents the average of pedestrians count at each location over three consecutive days (Tues-Thurs).



## LIC BID Financials

	FY 2018*	FY 2017*
<b>Support &amp; Revenues</b>		
Assessment revenue	\$800,000	\$492,470
Corporate contributions	\$22,075	\$27,000
Interest income	\$732	\$478
Release of restricted assets	\$19,037	\$26,593
Release of restricted assets	-\$19,037	-\$26,593
<b>Total support &amp; revenues</b>	<b>\$827,807</b>	<b>\$519,948</b>
<b>Expenses</b>		
Total program expenses	\$691,372	\$466,286
Management and general	\$91,011	\$46,116
<b>Total expenses</b>	<b>\$782,383</b>	<b>\$512,402</b>
<b>Subtotal income over expense</b>	<b>\$45,424</b>	<b>\$7,546</b>
Net assets, beginning of year	\$338,182	\$330,636
Net assets, end of year	\$409,220	\$338,182

\* Unaudited

# BOARD OF Directors

## Chair

**David Brause**  
Brause Realty

## Vice Chair

**Patricia Dunphy**  
Rockrose Development Corp.

## Treasurer

**Alan Suna**  
Metro Management Development, Inc. /  
Silvercup Studios / Silvercup Properties

## Secretary

**Gretchen Werwaiss**  
Werwaiss & Co., Inc.

## Class A – Property Owners NORTH SUBDISTRICT

**Michelle Adams**  
Tishman Speyer

**Matthew Baron**  
Simon Baron Development

**Sarah Cohen**  
Gotham Realty

**Adam Good**  
LargaVista Companies

**Etai Gross**  
G Holdings

**Steve Novenstein**  
UOVO

**Aaron Shirian**  
Lions Group LLC

## SOUTH SUBDISTRICT

**Andrew Anzalone**  
47-18 Vernon Boulevard

**Eric Benaim**  
Nardone Properties, LLC

**Gianna Cerbone-Teoli**  
Cerbone, Vincenzo

**Paul Cutrone**  
Vernon II

**Roseanne DeRiso**  
1076 Jackson Assoc., Inc.

**Paul Finnegan**  
Faite Care Corporation

**Dr. Angelo Ippolito**  
LIC Chiropractic

**Paula Kirby**  
Plaxall, Inc.

**Richard Nieto**  
10-87 Jackson Ave LLC

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Citi Commercial Bank

**Kathy Costas**  
Sterling National Bank

**Margaret McCue Guillon**  
MetLife

**Gary Kesner**  
Silvercup Studios

**Victor Nair**  
Lucky Pizza

**James Pileski**  
The Burger Garage LLC

**Martin St. George**  
JetBlue Airways Corporation

## SOUTH SUBDISTRICT

**Chip Brian**  
Best & Company

**Patrick Burke**  
Woodbines

**Ellen Day**  
BrickHouse Ceramics Art Center

**Donna Drimer**  
Matted LIC

**Jerry LaSpisa**  
M&T Bank

**Shih Lee**  
Pink Canary Bakery

## Class C – Residents NORTH SUBDISTRICT

**Elie Lowenfeld**  
QLIC

## Class D – Elected Officials

**Office of Mayor Bill de Blasio**  
Roxanne Earley, Director, BID Program,  
NYC Department of Small Business Services

**Office of Comptroller Scott Stringer**  
Aliya Latif, Manager of Immigrant Affairs  
and Muslim and South Asian Relations

**Office of City Council Member**  
**Jimmy Van Bramer**  
Matthew Wallace, Chief of Staff

**Office of Queens Borough President**  
**Melinda Katz**  
Shurn Anderson, Deputy Director,  
Economic Development

## Class E – Non-Voting Members

**Queens Community Board 1**  
Florence Koulouris, District Manager

**Queens Community Board 2**  
Denise Keehan-Smith, Chairwoman

## LIC Partnership Staff

**Elizabeth Lusskin**  
Executive Director, LIC BID  
President, LIC Partnership

## BID Operations

**Reegan Brown**  
BID Operations Manager

## Planning & Development

**Jeannette Rausch**  
Director of Planning &  
Development

**Christina Chavez**  
Senior Project Manager,  
Planning & Development

**Ian Hartz**  
Project Manager,  
Planning & Development

## Business Assistance

**Charles Yu**  
Director of Business Assistance

**Ted Baptiste**  
Senior Business Assistance Manager

## Marketing & Communications

**Rowena Sahulee**  
Director of Marketing &  
Communications

**Robert Reuter**  
Marketing & Community  
Coordinator

## Events

**Carla Nicdao**  
Events Manager

## Administration

**Ying Huang**  
Chief of Staff

**Jean Lateef**  
Director of Fiscal Operations

**Kaitlin Reinertsen**  
Administrative Assistant



Long Island City  
Business Improvement District

27-01 Queens Plaza North  
Level B  
Long Island City, NY 11101

718.786.5300  
**LICQNS.com**