



Long Island City
Business Improvement District



ANNUAL REPORT 2017

Long Island City



Welcome

Dear BID Members,

This past year has been a banner year for the LIC BID and LIC. With the effort of so many in the community, and especially Majority Leader Jimmy Van Bramer, the LIC BID was finally expanded, almost doubling in size.

In the following pages we will highlight the LIC BID and invite you to explore our four Key Corridors with their many local attractions, including great restaurants, retail and cultural sites. We will 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 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 we extend our warmest welcome to all new members of the BID.

Sincerely,



Elizabeth Lusskin
Executive Director,
LIC BID



David Brause
Chairman,
LIC BID

Long Island City

Long Island City (LIC), located directly across the East River from Midtown Manhattan, is an authentic mixed-use community. Home to Fortune 500 companies, world-renowned arts and cultural institutions, prominent film and television studios, a large industrial base, and over 70,000 residents, LIC is a dynamic, industrious, and livable neighborhood, proudly within the borough of Queens—America's most diverse county.

As many as 55,000 students at higher education institutions **LaGuardia Community College** and **CUNY Law** are in LIC every day and over 6,600 businesses call LIC home. 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 LIC the fastest growing neighborhood in the nation. **

Long Island City Business Improvement District

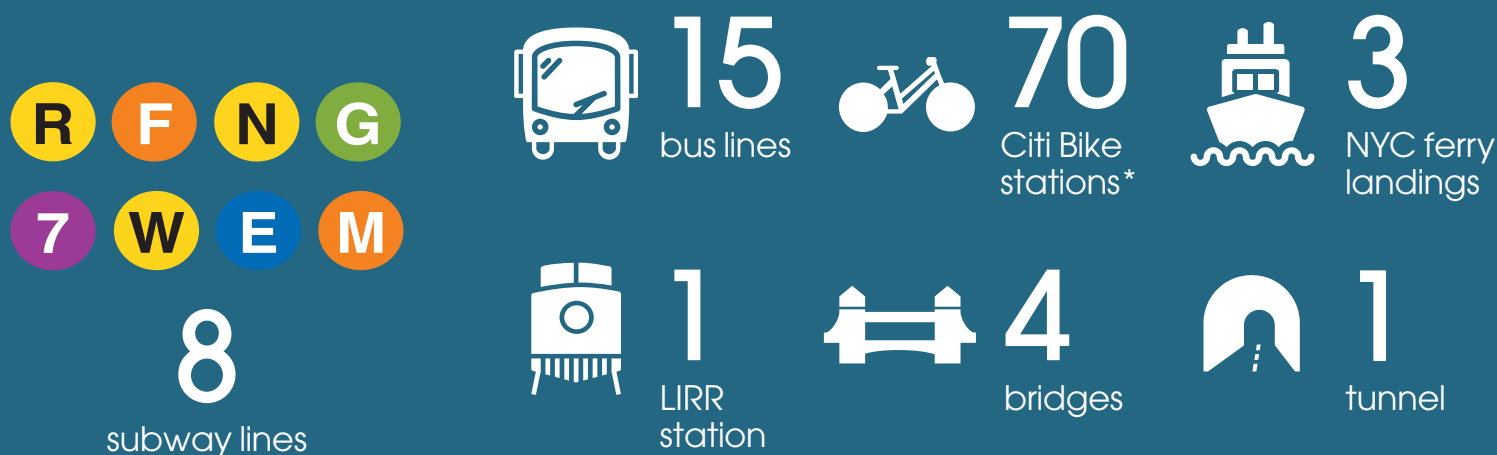
The Long Island City Business Improvement District (LIC BID) serves a diverse and growing community. Created in 2005, the original LIC BID encompassed the commercial corridors along Queens Plaza and Jackson Avenue to Court Square. It has since been expanded to include the commercial corridors continuing along Jackson Avenue, Vernon Boulevard, and 44th Drive. (See map, next page.)

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

Long Island City Partnership

Long Island City 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. LICP also operates the LIC BID and LIC Industrial Business Zone (LIC IBZ), providing business services and assistance.

** Reference: "Life in Long Island City, the Country's Fastest-Growing Neighborhood." *New York Magazine*, September 07, 2017



* Existing and planned

LIC BID

LEGEND

- North Subdistrict
- South Subdistrict

After several years of public meetings, community input, legislation to create the BID was signed by Mayor de Blasio on January 1, 2018. The final legal steps completed. The expansion of the BID to full effect on July 1, 2018 was authorized by the City Council.

After several years of planning, public meetings, and community input, legislation to officially expand the BID was signed into law by Mayor de Blasio on January 13, 2017, with final legal steps completed in March. The expansion of services went into full effect on July 1, 2017. The BID was extended south along Jackson Avenue and now includes sections of Vernon Boulevard and 44th Drive.



The BID expansion was achieved with the support and dedication of many partners throughout the community whom we would like to recognize.

We especially thank **City Council Majority Leader Jimmy Van Bramer** for his years of invaluable support and leadership in the effort to expand the BID and provide services to almost twice as much of the LIC community.

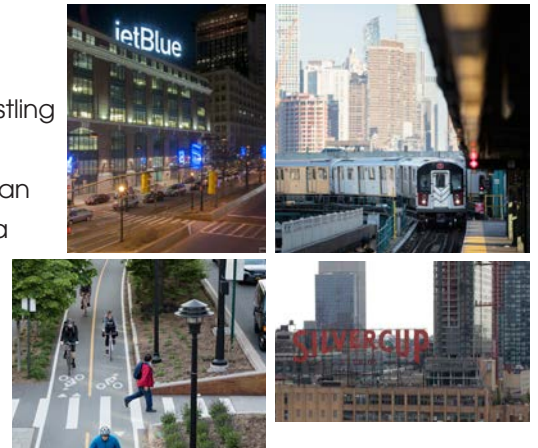
The support of all our elected officials was critical, and we also thank **State Senator Michael Gianaris, State Assemblywoman Catherine Nolan, and Borough President Melinda Katz.**

The entire effort was spearheaded by our large **BID Expansion Steering Committee** and its incredible co-chairs **Gianna Cerbone-Teoli**, **Dr. Angelo Ippolito**, and **Paula Kirby**. And finally, a big thank you to all those who came out to public meetings and informed and participated in the process.

Key Corridors

Queens Plaza between 21st Street & Jackson Avenue

Queens Plaza has seen massive residential and commercial development in recent years as new retail, residential units, and hotels have added to this bustling corridor and the city's Fourth Central Business District. With a diverse array of businesses, including **Silvercup Studios** and **JetBlue Airways**, more people than ever are shopping and dining at retail shops and restaurants on Queens Plaza while also enjoying Dutch Kills Green and the Queens Plaza Greenway/ Bikeway. With access to the 7, N, W, E, M, and R subway lines, more than two dozen bus lines, several bike lanes, 30 **Citi Bikes**, and the Ed Koch Queensboro Bridge, Queens Plaza is a maturing commercial, residential, and retail hub that connects you to the entire city and Long Island.



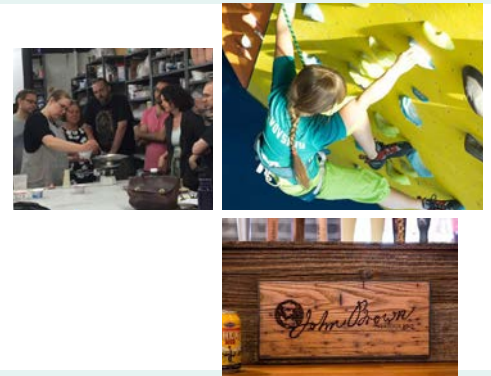
Jackson Avenue between Queens Plaza & Vernon Boulevard

The Fourth Central Business District continues from Queens Plaza along Jackson Avenue, home to a number of residential and commercial development projects underway, such as the 1.2 million square foot, two-tower creative office development **The JACX**. Head to Court Square and you will see the expanding transit hub continue, with connections to the E, G, M, and 7 subway lines. Anchored by the iconic 50-story **Citigroup Building** and its 4,500 employees, Court Square offers retail, dining, and public seating under beautiful trees at Rafferty Triangle. Locally-adored restaurants and stores, as well as world-renowned cultural institutions, fill in Jackson Avenue, making it a premier multi-faceted destination.



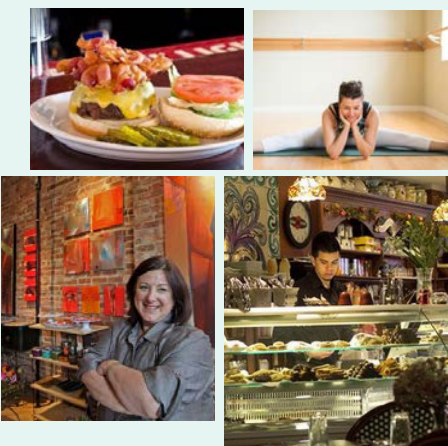
44th Drive between Vernon Boulevard & Jackson Avenue

Minutes from Midtown Manhattan by **NYC Ferry** and the E and M subway lines, 44th Drive is LIC's gateway to the waterfront and the newly opened **Cornell Tech** campus on Roosevelt Island. The corridor connects Court Square and Rafferty Triangle to the waterfront and the **Citigroup Building** to Anable Basin. On the way you can sample world-class barbeque, take a ceramic arts class, or hone your indoor rock-climbing skills.



Vernon Boulevard between Jackson Avenue & 44th Drive

With its own distinct and dynamic character, Vernon Boulevard is brimming with unique delights that you'll want to experience, like homemade Italian desserts and award-winning burgers. In addition to the culinary treats Vernon offers, there is a blend of retail and recreation—everything from one-of-a-kind gifts to pet care to yoga studios to pediatricians. A transit hub in itself, Vernon Boulevard is one stop from Midtown Manhattan on the 7 line and just minutes from the LIC waterfront with another **NYC Ferry** stop, northern Brooklyn, and the Queens Midtown Tunnel and Long Island Expressway.



BID Services

Supplemental Sanitation

The BID contracts with Streetplus to provide supplemental services such as sweeping sidewalks, bagging trash, and removing graffiti and stickers from street furniture. When the BID expanded to more than double the size, our Streetplus team grew from three to six staff members and now includes an on-site working supervisor to provide managerial support to the crew.

We also revamped the staff's uniforms and replaced the clear trash bags with LIC BID branded opaque ones. Well-known in the district, our Streetplus team plays an ambassador role, helping visitors with directions while keeping the district clean seven days a week.

Maintenance & Beautification

The BID continues to benefit from the city's large-scale capital investment in streetscape and beautification improvements that added greenery, medians, seating, and a new park, Dutch Kills Green. We contract with McNulty Outdoors to maintain the landscaped medians along Jackson Avenue, and we partner with the **NYC Department of Parks & Recreation** to maintain the Queens Plaza and Dutch Kills Green improvements.

This year, thanks to the generous financial support of **JetBlue Airways** and under the operational guidance of the excellent team at McNulty Outdoors, we continued our annual tree pit planting program, increasing the number of sites from 16 to 21. As part of the **JetBlue for Good** initiative, which mobilized 180 **JetBlue Airways** volunteers over four days in April, participants cleaned the tree pits and filled them with more than 1,000 vibrant begonias. **A tremendous thank you to our watering partners: APEX Technical School, Gotham Fresh Foods, JetBlue Airways, Metlife, QLIC, and Silvercup Studios.**

Throughout the month, **JetBlue Airways** volunteers also helped to clean up Dutch Kills Green, paint banners for LIC Springs!, and install a colorful temporary art project with the permission of the **NYC Department of Transportation** on Queens Plaza North.

The LIC BID was also thrilled to once again participate in **Tishman Speyer's** annual **Day of Service** in June, when 26 volunteers were in Dutch Kills Green planting over 500 plants, collecting 85 bags of garbage, and laying 1.5 cubic yards of mulch. A big thank you to **Tishman Speyer** and the **NYC Department of Parks & Recreation**, as well as **Hilton Garden Inn LIC** and **Bartleby & Sage** for their participation.

This fall, the BID will install and maintain flower baskets on lampposts throughout the district!

The beautification initiative will unite the BID corridors together with past investments in trashcans, kiosks, and plantings.





Material Distributed July 2016–June 2017

LICCA Map	Walk NYC Map	A-Z LIC Guide	Event Bulletins	TOTAL
1,743	5,972	3,538	1,612	11,549



Public Safety & Visitor Services

The LIC BID works with **NYPD's 108th and 114th Precincts**, city agencies, businesses and property owners, and community and civic organizations to keep LIC a safe and welcoming place.

Our BID Operations Manager/Ambassador interacts daily with local merchants, distributes maps and brochures at two informational kiosks, and monitors public safety and operational conditions throughout the district, including at the area's 7 subway stations.

Marketing & Events

By leveraging the marketing, communications, and events operations of the LIC Partnership, the LIC BID has continued to market the District and develop connections among its diverse array of constituents.

Events such as LIC Summit, the LIC Springs! community street festival on Vernon Boulevard (supported by **NYC Department of Transportation** and **City Council Majority Leader Van Bramer**), and the series of Networking Night events have showcased and brought together the District's many different types of businesses, residents, and organizations. Our weekly e-newsletter and strong social media presence help get the word out about opportunities such as volunteer meetups and lunchtime tours for area employees.

Public Safety BID e-Blasts

The BID continues to send public notification emails to members with updates on serious weather conditions or other service alerts in the District.



133

graffiti incidents resolved



46

trash receptacles maintained



226

volunteers mobilized
(JetBlue Airways & Tishman Speyer)



2,000

hours volunteered for public art



1,050

begonias planted



35,575

trash bags collected



104

businesses participated in LIC Springs!



12

e-blasts sent



63

311 complaints filed



21

tree pits planted



500

plants planted

Shop Local LIC

Thank you to the businesses and customers who shopped local during Small Business Saturday 2016!

2016 was the first year we served as a Neighborhood Champion, and we quickly mobilized to have this tradition serve our local small businesses, signing up over 40 participants.

Last year, ten LICP staff members and interns from **LaGuardia Community College** distributed over 1,000 special LIC Shopping Guides and 400 **#SmallBizSat** tote bags to local shoppers. Our social media reached 4,000 people within our immediate zip codes, and our welcome stations saw heavy foot traffic.

We can't wait to highlight the many small businesses and retail options in LIC at the next **Small Business Saturday** on **November 25th**. Follow the hashtag **#ShopSmallLIC** on Instagram, Twitter, and Facebook to keep up with special savings and local holiday shopping in LIC!



2017 Small Business Saturday

Saturday, November 25

If you're interested in taking part in this year's Small Business Saturday, email **Sam Wynne** at swynne@licpartnership.org

For more information, visit licqns.com/shopsmall



Shop, Eat, Enjoy LIC Every Day

From expansive waterfront parks and world-class museums, to printing and design services, flea markets and comedy clubs, Michelin star restaurants and ethnic street food, LIC is a true mixed-use community. Discover all this and more at

licqns.com/experience-lic



COMING SOON

LIC Compass: A Smart Wayfinding System for an Innovating Community

In partnership with the NYC-based tech companies Connectings and Vectuel, we are developing LIC Compass, a new interactive wayfinding system that will combine traditional and new technology. Designed to help people experience LIC as if being guided by a longtime resident, this program will help locals and visitors to discover new favorite places to shop and dine through the use of 3D visualization tools as well as mobile and beacon technology. Students from **LaGuardia Community College** and **Cornell Tech** will be helping us test out this program as it's designed. This program is funded by **NYC Department of Small Business Services**.

Experience LIC



39+
arts and cultural
institutions and venues



150+
restaurants, bars
and cafes



30+
event and performing
arts venues



10+
summer
event series



Experience LIC every day with a free LIC Perks Card

Use the LIC Perks Card to take advantage of the ever-changing discounts and opportunities in LIC.

**For a full list of participating partners,
visit licqns.com/perks**

LIC by the Numbers



Retail Development

325K+

square feet
existing*

508K+

additional square
feet by 2020**

* New buildings and renovated commercial ** Announced

Thinking of doing business in LIC? Need help with your current business?

Our Business Assistance team can help you find space to open your business or expand your operations. We offer a wide range of services to help you access financing, navigate incentives, cut red tape, expand marketing, and more. For more information, contact Charles Yu | Director of Business Assistance. CYu@licpartnership.org, 718-786-5300 x25

Commercial & Industrial Development

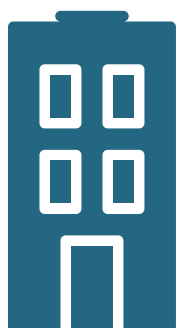
7.5M

square feet
existing*

4.5M

additional square
feet by 2020**

*New buildings and renovated flex commercial since 2004 ** Announced



Hotel Development

CURRENT

33

hotels

3,100+

hotel rooms

IN PLANNING / CONSTRUCTION

30

hotels

4,200+

hotel rooms

Residential Development

14,100+

Total units completed since 2006

19,100+

Total units in planning/construction

5,200

2017

2,900

2018

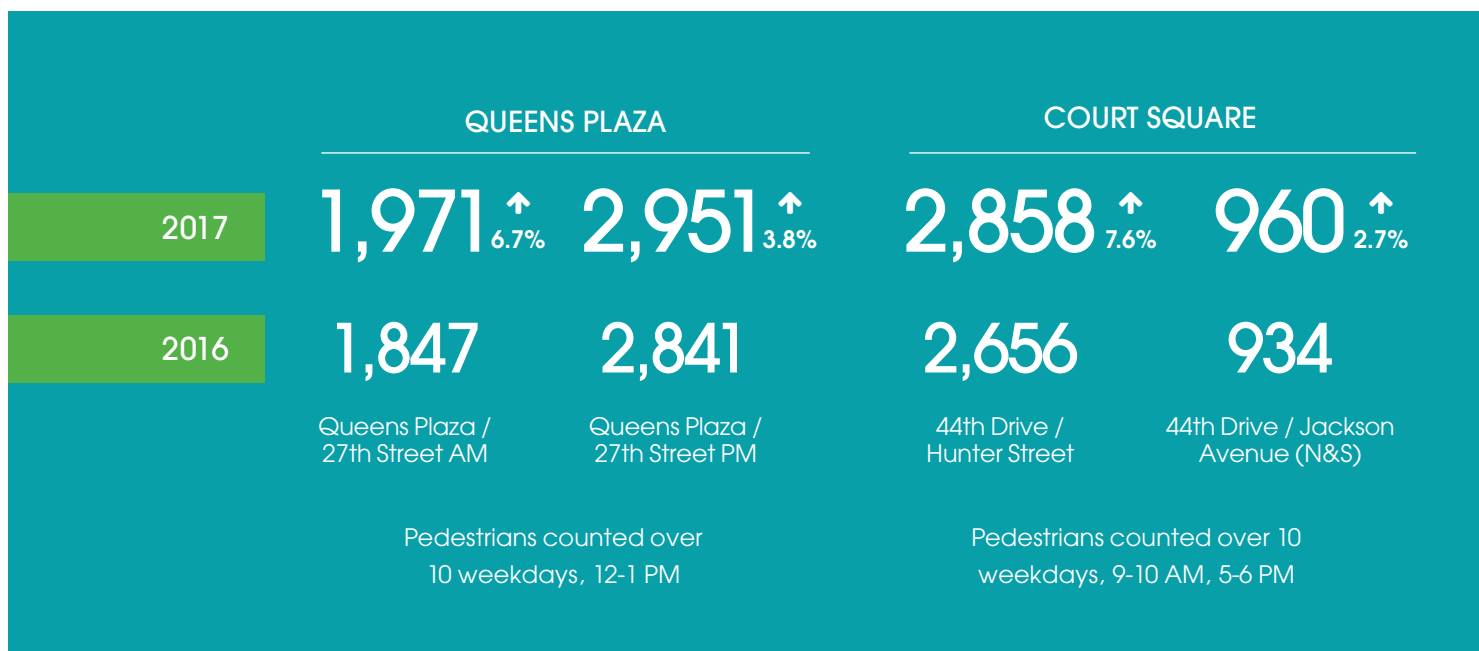
11,000

2019 and beyond

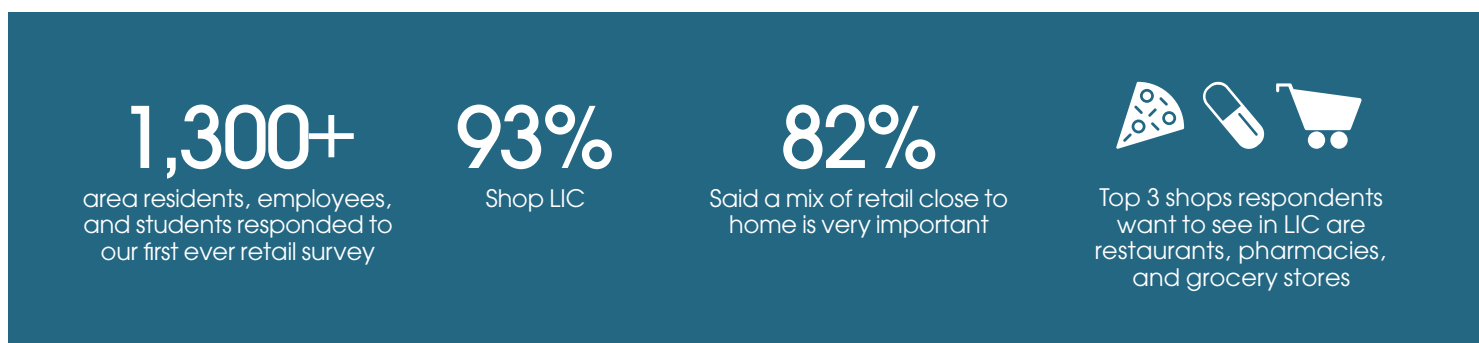


All development data is tracked and compiled by LICP. If you have a project to include in our reports, email **Christina Chavez** at cchavez@licpartnership.org

Pedestrian Counts



LIC Retail Survey



LIC BID Financials

	2017 *	2016
Support & Revenues		
Assessment revenue	\$492,470	\$425,000
Corporate contributions	\$27,000	\$31,310
Other	\$478	\$2,993
Release of restricted assets	\$26,593	\$5,000
Temporarily released:		
Contributions		\$2,000
Release of restricted assets	-\$26,593	-\$5,000
Total support & revenues	\$519,948	\$461,303
Expenses		
Total program expenses	\$466,286	\$425,725
Management and general	\$46,116	\$36,547
Total expenses	\$512,402	\$462,272
Net assets, beginning of year	\$330,636	\$331,605
Net assets, end of year	\$338,182	\$330,636

* Unaudited

LIC BID Board of Directors

Chair

David Brause*

Brause Realty

Vice Chair

Patricia Dunphy*

Rockrose Development Corp.

Treasurer

Alan Suna*

Bridge Plaza Associates

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

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

Failte Care Corporation

Dr. Angelo Ippolito

Paula Kirby

Plaxall, Inc.

Richard Nieto

10-87 Jackson Ave LLC

Class B – Commercial Tenants

NORTH SUBDISTRICT

Denise Arbesu

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 Desserts

Class C – Residents

NORTH SUBDISTRICT

Elie Lowenfeld

QLIC

SOUTH SUBDISTRICT

Leslie Nilsson

Bartleby & Sage

Class D – Elected Officials

Mayor Bill de Blasio

Represented by Jennifer Kitson, NYC
Department of Small Business Services

Comptroller Scott Stringer

Represented by Aliya Latif

City Council Majority Leader

Jimmy Van Bramer

Represented by Matthew Wallace

Queens Borough President

Melinda Katz

Represented by Shurn Anderson

Class E – Non-Voting Members

Queens Community Board 1

Represented by Florence Koulouris

Queens Community Board 2

Represented by Denise Keehan-Smith

LIC Partnership Staff

Elizabeth Lusskin

Executive Director, LIC BID
President, LIC Partnership

Planning & Development

Jeannette Rausch

Director of Planning &
Development

Christina Chavez

Project Manager,
Planning & Economic Development

Ian Hartz

Project Manager,
Planning & Development

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Dan Benjoya

Director of BID Field Operations
dbenjoya@licpartnership.org
718-786-5300 x33

Sam Wynne

BID Operations Manager &
Ambassador
swynne@licpartnership.org
718-786-5300 x33

Marketing & Events

Ryan Cagle

Director of Marketing & Events

Christine Carroll

Events Manager

Robert Reuter

Marketing & Community Manager

Business Assistance

Charles Yu

Director of Business Assistance

Ted Baptiste

Business Assistance Manager

Administration

Jean Lateef

Director of Fiscal Operations

Ying Huang

Office Manager



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