



ANNUAL
REPORT

Fiscal Year '18

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SECTION I

Review of 2017-2018

Established in 1991, the Steinway Astoria Partnership has undertaken programs focusing on the district's streetscape including sanitation, graffiti removal, landscaping and maintenance; marketing and promotional programs, and the implementation of a surveillance camera program.

BEAUTIFICATION/STREETSCAPE

The Steinway Astoria Partnership's beautification efforts are intended to provide a greener, pedestrian friendly and pleasing environment for shoppers so that they enjoy their visit to Steinway Street. The benches installed a few years ago lend to creating this pleasing environment as have the flower baskets and tree pit plantings.

The Steinway Astoria Partnership is proud to announce that after 10 years of advocating for them, mid-block crossings are coming to Steinway thanks to the support of NYC Council Member Costa Constantinides and the DOT. The addition of these mid-block crossings will calm car traffic and provide additional opportunities for shoppers and pedestrians to walk between stores, making Steinway Street safer and more conducive to commerce.

In addition to the traffic signals and mid-block crosswalks, enhanced safety treatments for each crossing will be part of the project. These safety treatments will include painted curb extensions and planters, which shorten the crossing distance while enhancing the aesthetics of the streetscape.

The first phase of mid-block crossings commenced in May and it is anticipated that the project will be completed during the summer.

HOLIDAY LIGHTING

The traditional holiday lighting and sound system were installed for the holidays. The annual tradition of lights and sound of the holiday season on Steinway Street are greatly appreciated by residents, shoppers and visitors.

MARKETING/PROMOTION

The Steinway Astoria Partnership's marketing and promotional activities are designed to attract customers and visitors to the district.

- ❖ Two events were held on Steinway Street this past year. Santa on Steinway was held at Sol Dance Center in December. Kids were treated to visits with Santa, holiday toys, face painting and balloon art. The Steinway Something for Everyone brochure was handed out during the event.

The Steinway Spring Fling held in May in the municipal lot was also geared to children featuring arts & crafts, face painting, balloon artistry, a puppet show, and a kids musical program, followed by a historic first time film screening in the lot of The Lion King with a popcorn giveaway. The Steinway Deals booklet was distributed at the event and made available on the Steinway website.

- ❖ A comprehensive marketing campaign ran on Time Warner Cable on the following networks: the Cooking Channel, Food Network, Oxygen, Style and NY1 during the holiday season in December.
- ❖ The successful movie theatre advertising campaign ran again at US/Regal Cinemas' 14 screen complex. The complex draws movie goers from every part of Queens and gets the word out about Steinway Street.

- ❖ Seasonal promotions were held including the semi-annual Steinway Sale Days and Street Fairs. The street fair in April held by the Central Astoria LDC featured an International Cultural Fest staged by the municipal lot which was immensely successful in drawing visitors from near and far to Steinway Street.



SANITATION

The three person crew of the BID Clean Team providing 7-day a week service, continued as a crucial component of maintaining the district as a pleasing place to shop. This coupled with the monthly graffiti removal program makes a significant difference in the district's cleanliness. Rain or shine, the BID's Clean Team, contracted through Streetplus (formerly named Atlantic Maintenance), works tirelessly to keep the Steinway Street BID district beautiful and clean. The district is serviced from 7:00 a.m. to 4:00 p.m. year-round.

A specialized maintenance force is deployed annually to paint and/or power wash benches, trash receptacles and tree guards and to remove graffiti from second stories. This service is provided through funding from NYC Council Member Costa Constantinides.

SECURITY

Thirty six cameras line the street as a deterrent to criminal activity and quality of life crimes such as dumping, graffiti and vandalism. The NYPD 114th Precinct has access to the cameras which aid in apprehending offenders. An ongoing maintenance agreement assures the cameras function properly.

SECTION II

Fiscal Year 2019 Goals

The Steinway Astoria Partnership's goals for fiscal year 2019 will center on the streetscape, maintenance, social media marketing, events and revitalizing the district.

A focus on the streetscape project initiated in fiscal year 2018 will continue. It is anticipated that the project will be completed in summer 2018 with three mid-block crossings, LPIs, greenspaces, curb extensions and planters. Additional flowering and maintenance of the streetscape will be necessary to ensure that all amenities are kept in tip top shape. The Partnership will continue to consult with DOT regarding the possibility of creating a gathering space within the district.

Additional events will be planned in the district. Events draw new shoppers and visitors to the area and are an opportunity to get the word out about the district and distribute brochures. A comprehensive social media marketing plan will be developed and implemented to further the brand of the district.

The Steinway Astoria Partnership will continue its efforts to revitalize the district by availing themselves of all possible avenues to reach this goal including advocating for property tax equity and researching possible changes in zoning.

The board of directors, planning for the future, voted to increase the assessments in Fiscal Years 20 and 21. The assessment budget has been \$400,000 since Fiscal Year 2014, while sustaining an operating budget of \$460,000 utilizing surplus funds as it does in FY 19. The FY 20 and FY 21 budgets reflect an assessment increase of \$60,000 effective July 1, 2019 and another \$60,000 effective July 1, 2020 to support expanded beautification elements and maintenance; the development and implementation of a comprehensive social media marketing plan, and the continuation of critical sanitation services and marketing programs that property owners have come to expect without putting the organization at financial risk.

SECTION III
Fiscal Report '18/Budget Fiscal Year '19

	Financial Report 2018	Budget 2019
<u>INCOME</u>		
Assessment	400,000	400,000
Fund Raising	9,500	9,500
Reserve Fund	1,600	50,000
Interest	500	500
Total Revenue	411,600	460,000
<u>EXPENSES</u>		
General/Administrative		
Management Fee	98,000	98,000
Audit/Accounting	5,500	6,500
Printing & Postage	500	500
Meetings, Dues & Fees	1,000	1,000
Insurance	1,000	1,000
Total Administrative	106,000	107,000
Program Services		
Sanitation/Maintenance	163,600	186,000
Marketing/Promotion	50,000	50,000
Beautification	55,000	55,000
Security	7,000	32,000
Holiday Lighting/Sound	30,000	30,000
Total Program Services	305,600	353,000
Total Expense	411,600	460,000
Income/Expenses	0	0

SECTION III
BUDGETS FISCAL YEARS '20 AND '21

	Budget 2020	Budget 2021
<u>INCOME</u>		
Assessment	460,000	520,000
Fund Raising	9,500	9,500
Reserve Fund	0	0
Interest	500	500
Total Revenue	470,000	530,000
<u>EXPENSES</u>		
General/Administrative		
Management Fee	100,000	105,000
Audit/Accounting	6,500	6,500
Printing & Postage	500	500
Meetings, Dues & Fees	1,000	1,000
Insurance	2,000	2,000
Total Administrative	110,000	115,000
Program Services		
Sanitation/Maintenance	205,000	210,000
Marketing/Promotion	50,000	75,000
Beautification	55,000	75,000
Security	20,000	20,000
Holiday Lighting/Sound	30,000	35,000
Total Program Services	360,000	415,000
Total Expense	470,000	530,000
Income/Expenses	0	0

SECTION IV

Organizational Information

BOARD OF DIRECTORS

CLASS A - Property Owners

Mr. Kevin Foley - President
Mr. Bruce Last - Executive Vice President
Ms. Karen Khejl - Director
Ms. Kelly Lagoudis - Director
Mr. Matt Lawrence - Director
Ms. Carole Nobel - Director
Mr. Dominic Pinto - Director
Mr. Richard Plush - Director
Mr. Paul Seiden - Director
Ms. Carol Wasserman - Director

CLASS B - Commercial Tenants

Mr. Tony Barsamian - Chairman
Mr. Sam Pirozzolo - Director
Mr. Larry Lakhathi - Secretary
Mr. Tony Mazzara - Director

CLASS C - Residential Tenants

Ms. Sharon Frances

CLASS D - Government Officials

Commissioner Gregg Bishop
NYC Department of Small Business Services
NYC Comptroller Scott M. Stringer
Queens Borough President Melinda Katz
NYC Councilman Costa Constantinides

Executive Director

Ms. Marie Torniali

SECTION V
Contracts

CONTRACTOR	SERVICE	AMOUNT	TERM
Streetplus 154 Conover Street Brooklyn, NY 11231 718-222-4549	Sanitation/Graffiti Removal	\$186,000	7/1/18-6/30/19
Central Astoria LDC, Inc. 25-69 38th Street, Unit 1C Astoria, NY 11103 718-728-7820	Administrative Managerial	\$98,000	7/1/18 - 6/30/19
Illuminations by Arnold 68 Meserole Street Brooklyn, NY 11206 718-626-6100	Holiday Lights	\$28,000	11/1/18-12/31/18
Landsite Group, Inc. 81 Brightside Avenue Central Islip, NY 11722 631-608-3878	Landscaping/ Maintenance	\$45,000	5/18 - 1/19

Steinway

ASTORIA PARTNERSHIP

Steinway Astoria Partnership
25-69 38th Street, Unit 1C
Astoria, NY 11103
1-718-721-8252

www.steinwaystreet.org