



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

www.steinwaystreet.org



ANNUAL REPORT

ANNUAL REPORT
JULY 1, 2013 - JUNE 30, 2014

FISCAL YEAR '15
JULY 1, 2014 - JUNE 30, 2015
GOALS

FISCAL REPORT FY 2014
FY 2015 BUDGET

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SECTION V

Contracts

<u>CONTRACTOR</u>	<u>SERVICE</u>	<u>AMOUNT</u>	<u>TERM</u>
Atlantic Maintenance Corp. 154 Conover Street Brooklyn, NY 11231 718-222-4549	Sanitation/Graffiti Removal	\$105,000	7/1/13-6/30/14
Central Astoria LDC, Inc. 25-69 38 th Street Astoria, NY 11103 718-728-7820	Administrative Managerial	\$82,000	7/1/13 - 6/30/14
Illuminations by Arnold 68 Meserole Street Brooklyn, NY 11206 718-626-6100	Holiday Lights	\$28,000	11/1/13- 12/31/13
Con Star Inc. 235 Country Line Road Amityville, NY 11701	Landscaping/ Maintenance	\$36,000	May 2014

SECTION IV

Organizational Information

BOARD OF DIRECTORS

CLASS A - Property Owners

Mr. Kevin Foley - President
Mr. Bruce Last - Executive Vice President
Mr. Marc Schein - Executive Vice President
Mr. Peter Damiani - Director
Ms. Karen Khejl - Director
Ms. Kelly Lagoudis - 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 Lakhati - Secretary
Mr. Tony Mazzara - Director

CLASS C - Residential Tenants

Jill Hobbie

CLASS D - Government Officials

Commissioner Maria Torres Springer, NYC
Department of Small Business Services
NYC Comptroller Scott M. Stringer
Queens Borough President Melinda Katz
NYC Councilman Costa Constantinides

CLASS E - Interested Parties

Mr. Ken Chang
Mr. Michael Friedman
Ms. Irene Stern

Executive Director
Ms. Marie Torniali

SECTION I

Review of 2013-2014

2013-2014 marked the 23rd anniversary of the business improvement district on Steinway Street. The Steinway Astoria Partnership has undertaken programs focusing on the district's streetscape including sanitation, graffiti removal, and landscaping; marketing and promotional programs, and the implementation of a surveillance camera program. All programs are designed to enhance Steinway Street's reputation as a major retail hub.

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. The benches installed a few years ago lend to creating this pleasing environment as have the flower baskets and tree pit plantings.

- ❖ The full-scale streetscape improvement proposal undertaken in conjunction with Community Board One, and the Central Astoria LDC including the Steinway Street Business Improvement District area, the adjacent blocks north to Astoria Boulevard and south to Northern Boulevard, and a section of the sunken Grand Central Parkway feeder route was put on CB 1 Queens's capital project priority list. The project includes various elements such as sidewalk reconfiguration and new curbing, sidewalk pavers, site furnishing, light replacement, green spaces, information kiosks, and way finding signage tailored for the Steinway Street Business Improvement District.

❖ 28 flower baskets and 33 tree pits were planted with flowering plants and greenery and maintained through the summer and fall. This “greening of the district”, combined with the benches installed a few years ago adds to the ambiance of the street.

❖ New Steinway Astoria Partnership banners with sponsorship from Steinway businesses were installed. Branding of the district reinforces the Steinway name to the public.

❖ All tree guards were repaired and painted; garbage cans were powered washed as were sidewalks and benches. NYC Department of Park removed stumps and planted new trees.



HOLIDAY LIGHTING

The holiday lighting program 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.

SECTION III
Fiscal Report

	7/1/13 - 6/30/14	7/1/14 - 6/30/15	Increase/Decrease from FY'14
Ordinary Income/Expense	Budget	Budget	
Income			
1. Special Assessment Revenues	325,000.00	400,000.00	75,000
3. Interest from banks	1,000.00	500.00	-500
Fund raising street fair	9,500.00	9,500.00	0
Other Income - Reallocations	<u>160,500.00</u>	<u>10,000.00</u>	<u>-150,500</u>
Total Income	496,000.00	420,000.00	-76,000
Expense			
A. Program Services			
Sanitation service	105,000.00	120,000.00	15,000
Security service	160,500.00	55,000.00	-105,500
Holiday decorations	23,000.00	31,000.00	8,000
Marketing & Promotions	63,000.00	65,000.00	2,000
Streetscape/Beautification	<u>50,500.00</u>	<u>55,000.00</u>	<u>4,500</u>
Total A. Program Services	402,000.00	326,000.00	-76,000
B. General & Administrative			
1. Management fee	83,000.00	83,000.00	0
2. Audit & Accounting	6,000.00	6,000.00	0
3. Insurance	1,000.00	1,000.00	0
9. Other Expenses	<u>4,000.00</u>	<u>4,000.00</u>	<u>0</u>
Total B. General & Administrative	94,000.00	94,000.00	0
Total Expense	<u>496,000.00</u>	<u>420,000.00</u>	<u>-76,000</u>
Net Ordinary Income	0.00	0.00	0

ongoing graffiti removal, as well as maintenance of the street furniture, flower baskets and tree pits makes a noticeable difference in the aura of the district. The ongoing removal of second story graffiti will be initiated with the assistance of Council Member Costa Constantindes.

- ❖ Illuminating the district to bring better lighting to Steinway Street, as part of an effort to create well lit spaces encouraging people to spend more time shopping in the district in the evening will be a goal in FY '15. A lighting consultant will be retained to provide information on various lighting designs that would be best suited for the district and conducive to our goal of lengthening the shopping hours on Steinway Street.



MARKETING/PROMOTION

The Steinway Astoria Partnership's marketing and promotional activities are designed to attract customers and visitors to the district. A large portion of marketing/promotional activities were centered during the past holiday season.

- ❖ A print advertising campaign during the pivotal holiday season ran in the *Daily News* and the *Western Queens Gazette*. Another promotion ran in the *Daily News* Summer in Astoria section.
- ❖ 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 and again in May. This successful promotion elicited positive responses from the public.
- ❖ Seasonal and holiday promotions were held including the semi-annual Steinway Sale Days and Street Fairs, and Santa on Steinway. The Street Fairs were immensely successful in drawing visitors to Steinway this past year. Santa on Steinway held this year in a vacant store, dressed as Santa's workshop, also drew large numbers.



SANITATION

The district's aesthetic saw a marked improvement with the increased 3 person crew providing 7-day a week service for the sanitation program. This coupled with the monthly graffiti removal program makes a significant difference in the district's cleanliness. The Partnership also started a second floor graffiti removal project.

SECURITY

The surveillance camera project commenced in May 2014, with the first block between 28th and 30th avenue wired and cameras installed. The project includes a Wi-Fi component, which will allow free Wi-Fi access to the public. The system is a deterrent to criminal activity and quality of life crimes such as dumping, graffiti and other vandalism will also be prevented.



SECTION II

Fiscal Year 2015 Goals

The Partnership's goals for fiscal year 2015 will center on the surveillance project, marketing, green spaces, the streetscape and maintenance.

- ❖ The surveillance camera project which recently began in May of 2014 will be completed in fiscal year 15. The project will include a Wi-Fi component which will be used as a marketing tool. The cameras will deter quality of crime such as dumping of waste materials in the district and graffiti vandalism, which detract from the district's streetscape. The project consists of 36 cameras providing a view of the entire district; signage informing the public of the cameras will also serve as a deterrent to crime.
- ❖ Marketing of the district will include various medium including bus shelters, Time Warner Cable commercials, promotions with the Daily News and other print media as well as a venture into Google and other web based advertising, which will also drive the steinwaystreet.org website.
- ❖ Greening of the district will continue through to a grant allocation from Queens Borough President Katz. New green spaces will be added to the surrounds of the Steinway Clock and a green space will be constructed in the Municipal Lot. This has been a long time goal of the Steinway Astoria Partnership; a part of its vision of a greener district and the overall streetscape project.
- ❖ The maintenance of the district is crucial to keeping Steinway Street a shopper's destination. Continued cleaning and maintenance services for sidewalks and,