



# ANNUAL REPORT

## Fiscal Year '22

July 1, 2021 – June 30, 2022

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## SECTION I

### *Review of 2021-2022*

The Steinway Astoria Partnership undertook programs focusing on the district's streetscape including sanitation, graffiti removal, landscaping and maintenance. Marketing and promotional programs, as well as the implementation of a robust Instagram campaign successfully highlighted the district's businesses.

#### **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 and have been especially vital since the onset of the pandemic adding vibrancy to the district. Flower baskets, tree pits and planters showcased colorful flowers during the summer and fall, then featured a holiday motif during the winter.

#### **HOLIDAY LIGHTING**

The annual long time tradition of lights for the holiday season on Steinway Street continued as they were installed and much appreciated and enjoyed by local residents, shoppers and visitors.

#### **MARKETING/PROMOTION**

To everyone's delight, the Steinway Astoria Partnership's marketing and promotional activities designed to attract customers and visitors to the district that had been for the most part curtailed since the onset of the pandemic resumed.

The BID hosted a Kids Holiday Event on Steinway & 31<sup>st</sup> Avenue as part of the Open Culture program on Saturday, November 27<sup>th</sup>, 2021 coinciding with Small Business Saturday that included strolling holiday carolers, the Academia de Mariachi Nuevo Amanecer band and Penny and the Puppettes. Mrs. Claus made a guest appearance, greeting attendees, taking kids' letters for Santa and giving them a special gift which made for great photo ops. The event brought a burst of cheer and was much appreciated by children and shoppers alike. Holiday carolers returned on Sunday, December 12<sup>th</sup> to stroll the BID as part of a Shop Steinway Street, Shop Small holiday campaign that attracted a great deal of shoppers to the district.

To commemorate the spring equinox, a highly anticipated Spring Fest Pet Pawrade was held on Steinway & 31<sup>st</sup> Avenue on March 20<sup>th</sup>, 2022. Excited attendees brought their pets dressed in spring finery to walk the red carpet for a costume contest, competing for prizes that included gift cards to various BID shops. Attendees took advantage of the Animal Care Centers of NYC's mobile adoption van by adopting animals. Kids enjoyed arts & crafts, balloon art and magic/juggling shows by Zabo Circus. The Afro-Latineers were also on hand and treated everyone to a lively musical performance. An Earth Day Spring Event was also produced and held on May 1<sup>st</sup>. Festivities included arts & crafts, balloon art, face painting, stilt walkers and amazing aerial performances by SKYZ the Limit, which all drew an enormous audience to the district. A BID QR code was created and used as part of the marketing materials which directed attendees to the BID website and social media platforms.

Seasonal promotions were held including the semi-annual Steinway Sale Days and Street Fairs. The BID's first street fair since the onset of the pandemic was held on August 8<sup>th</sup>, 2021 and though streamlined to only one block, enjoyed a nice turnout. The street fair on May 1<sup>st</sup>, 2022 held by the Central Astoria LDC featured their 8<sup>th</sup> annual International Cultural Festival staged in front of the municipal lot which was immensely successful in drawing locals and 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 most crucial component of maintaining the district as a pleasing place to visit and shop throughout the pandemic. This coupled with the monthly graffiti removal program made a significant difference in the district's cleanliness. Streetplus works tirelessly to keep the Steinway Street BID district beautiful and clean.

Streetplus sanitized street furniture - benches, muni meters, trash receptacles, mailboxes, etc. A specialized maintenance force was deployed to paint and power wash benches, trash receptacles and tree guards, and to remove graffiti from second stories. This service was provided through funding from NYC Council Member Tiffany Cabán.

### **SECURITY**

The security camera system on the street needs an upgrade. After much research, a newly contracted agreement will be signed with Mutual Security Services. The contractor was on site multiple times and the project is scheduled to commence in late summer. The NYPD 114<sup>th</sup> Precinct will continue to have access to the cameras, aiding in the apprehension of offenders.

*Welcome to Steinway Street's New Businesses*

Diamond Braces  
Happy Spa  
Hot Peppers Mexican Grill  
London Boutique  
NetRX Pharmacy & Optical  
New Amsterdam Lounge  
PingPod  
Prince Abou's Butchery  
Que Rico Colombian Bakery & Restaurant  
Renzo Gracie Queens  
SAY CHEESE The Fun Place  
Sharks Pool  
SMOKE & MIRRORS  
SVL Souvlaki Bar  
The Red District  
Young Health Spa  
YOYOSO  
Zaza

**Coming Soon**

Pasaporte Restaurant  
VIDA

## SECTION II

### *Fiscal Year 2023 Goals*

The Steinway Astoria Partnership's goals for fiscal year 2023 are to continue to focus on revitalizing the district which has been impacted during the pandemic. While there was an uptick in vacancies during the pandemic, Steinway Street has seen multiple successful businesses open up this past year which is hopefully an indication of better times to come. The Steinway Astoria Partnership will strive to meet the long term goal of bringing Steinway Street back as a viable and booming Main Street.

The Partnership's long term vision for revitalization is focused on drawing new businesses while protecting existing small businesses, promoting local job growth, and maintaining and expanding elements to construct a pedestrian friendly and walkable district with a sense of place.

Steinway Astoria Partnership will continue exploring expansion of the BID from Astoria Boulevard to Northern Boulevard to unite the expansive commercial corridor.

In the meantime, the integrated comprehensive social media marketing plan designed to attract entrepreneurs as well as shoppers to the district will continue via website, Facebook and the thriving Instagram program. Events are planned to get people out and about in the neighborhood to support our small businesses. A Halloween Pet Pawrade in October, A Holiday Event with Santa for photo ops in December, and A Spring Art Show are currently in the planning stages.

Caring for the district's streetscape continues to be crucial during these times. Graffiti must be removed, streets must be cleaned daily, and flowering and greening the streetscape will lend itself to providing a pleasing environment for shoppers and visitors, and attract potential businesses to the street.

The surveillance camera project will undergo major upgrades. The cameras are intended to provide a safe and secure environment for shoppers, store owners and residents.

### SECTION III

*Fiscal Report '22/Budget Fiscal Year '23*

	<b>Financial Report 2022</b>	<b>Budget 2023</b>
<b><u>INCOME</u></b>		
Assessment	460,000.00	520,000.00
Interest	500.00	500.00
<b>Total Revenue</b>	<b>460,500.00</b>	<b>520,500.00</b>
<b><u>EXPENSES</u></b>		
<b>General/Administrative</b>		
Management Fee	105,000.00	105,000.00
Audit/Accounting	6,500.00	6,500.00
Printing & Postage	500.00	500.00
Meetings, Dues & Fees	2,500.00	2,500.00
Insurance	2,000.00	2,500.00
<b>Total Administrative</b>	<b>116,500.00</b>	<b>117,000.00</b>
<b>Program Services</b>		
Sanitation/Maintenance	205,000.00	205,500.00
Marketing/Promotion	38,000.00	42,000.00
Streetscape/Beautification	62,000.00	66,000.00
Security	12,000.00	60,000.00
Holiday Lighting	27,000.00	30,000.00
<b>Total Program Services</b>	<b>344,000.00</b>	<b>403,500.00</b>
<b>Total Expense</b>	<b>460,500.00</b>	<b>520,500.00</b>
<b>Income/Expenses</b>	<b>0</b>	<b>0</b>

## SECTION IV

### *Organizational Information*

#### **BOARD OF DIRECTORS '21/'22**

##### CLASS A - Property Owners

Mr. Kevin Foley - President  
Mr. Bruce Last - Executive Vice President  
Mr. Farzan Adhami - Director  
Ms. Pauline Jannelli - Director  
Ms. Kelly Lagoudis - Director  
Ms. Carole Nobel - Director  
Ms. Joanna Phillips - Director  
Mr. Dominic Pinto - Director  
Mr. Richard Plush - Director

##### CLASS B - Commercial Tenants

Mr. Tony Barsamian - Chairman  
Mr. Larry Lakhati - Secretary  
Mr. Aaron Applebaum - Director

##### CLASS C - Residential Tenant

Mr. Nick Redzematovic - Director

##### CLASS D - Government Officials

NYC Department of Small Business Services  
Commissioner Kevin D. Kim  
NYC Comptroller Brad Lander  
Queens Borough President Donovan Richards  
NYC Councilmember Tiffany Cabán

##### Executive Director

Ms. Marie Torniali



**SECTION V**  
**Contracts**

<b>CONTRACTOR</b>	<b>SERVICE</b>	<b>AMOUNT</b>	<b>TERM</b>
Streetplus Company, LLC 154 Conover Street Brooklyn, NY 11231 718-222-4549	Sanitation/Graffiti Removal	\$205,000	7/1/21 - 6/30/22
Central Astoria LDC, Inc. 25-69 38th Street, Unit 1C Astoria, NY 11103 718-728-7820	Administrative/ Managerial	\$105,000	7/1/21 - 6/30/22
Illuminations by Arnold, Inc. 18 Stewart Street Brooklyn, NY 11207 718-599-5760	Holiday Lighting	\$27,000	11/1/21 - 12/31/21
LandSite Group, Inc. 1575 Ferndale Blvd. Central Islip, NY 11722 631-591-2626	Landscaping/ Maintenance	\$62,000	5/22 - 12/22


**Steinway**  
 SOMETHING FOR EVERYONE

**FREE Kids Holiday Event!**

**Saturday, November 27th, 2021**  
**12:00 - 3:00 PM**  
 On NYC Open Culture Street  
 31st Avenue bet. Steinway Street & 38th Street

Drop off your letters for Santa and take photos with Mrs. Claus!

Dear Santa...

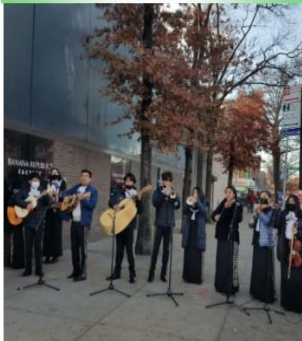
Balloon Art and a Special Gift!

**Special Performances By...**

12 PM 1 PM 2 PM

This free event is sponsored by the Steinway Astoria Partnership. Support our small businesses during the holidays!

[www.steinwaystreet.org](http://www.steinwaystreet.org) 718.731.8232 info@steinwaystreet.org





## PET COSTUME CONTEST & PRIZES



FREE EVENT

# Steinway

ASTORIA PARTNERSHIP

## Spring Fest and Paw-rade

ACC Animal Care Centers of NYC

ON-SITE ADOPTIONS AVAILABLE 12:00 - 2:00 PM

PEW COSTUME CONTEST & PRIZES AT 1 PM

Sunday, March 20, 2022  
12:00 - 2:30 PM  
31st Ave. between Steinway St. & 38th St.

*Bring your kiddies & pets in their spring finery!*

the afro-latinears  
LABO CIRCUIS PRODUCTIONS  
Arts & Crafts  
NYC

This program is supported, in part, by public funds through the NYC 505 Neighborhood Development Grant Initiative.  
www.centralastoria.org • 718.728.7820 • centralastoria@aol.com

FREE EVENT

Come visit the

# Steinway

ASTORIA PARTNERSHIP

## Earth Day Spring Event

At the Steinway Street Fair  
(Steinway on corner of 31st Ave.)

Face-painting & Balloon art

Arts & Crafts (while supplies last)

SUNDAY MAY 1ST, 2022  
12PM-4PM

And performances by

THIS PROGRAM IS SUPPORTED, IN PART, BY PUBLIC FUNDS THROUGH THE NYC 505 NEIGHBORHOOD DEVELOPMENT GRANT INITIATIVE.

www.steinwaystreet.org • 718 728 4602 • info@steinwaystreet.org

Apple Fallus

# *Steinway*

**ASTORIA PARTNERSHIP**



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

[www.steinwaystreet.org](http://www.steinwaystreet.org)