



ANNUAL
REPORT

Fiscal Year '23

July 1, 2022 – June 30, 2023

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SECTION I

Review of 2022-2023

The Steinway Astoria Partnership undertook programs focusing on keeping the corridor's streetscape clean and aesthetically appealing including sanitation, graffiti removal, landscaping and maintenance. Marketing and promotional programs, including an ongoing Instagram campaign successfully highlighted the district's businesses. An Astoria Commercial District Needs Assessment was conducted by the Central Astoria LDC and Queens Economic Development Corporation through the NYC Department of Small Business Services that included Steinway Street from Astoria Boulevard South to 36th Avenue, as well as five other commercial corridors. The CDNA findings will be published later this year.

BEAUTIFICATION/STREETScape

The Steinway Astoria Partnership's beautification efforts are intended to provide a greener, more pedestrian friendly, and pleasing environment for shoppers that enhances their experience and visit to Steinway Street and continually adds vibrancy to the district. Flower baskets, tree pits and planters showcased colorful flowers during the summer and fall, then featured a holiday motif through winter. The BID has been advocating for trees and is happy to report that 16 trees were planted in May.

HOLIDAY LIGHTING

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

MARKETING/PROMOTION

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

The Steinway Street holiday shopping season kicked off with an afternoon of strolling carolers on Saturday, December 3rd, 2022 that brought good cheer to area locals and visitors, encouraging them to Shop Steinway Street, Shop Small! A Shop Steinway Street, Shop

Small! social media campaign was also implemented leading up to the holiday season. The daily Instagram program highlighting individual businesses continued.

The BID hosted its annual Kids Holiday Event on Steinway Street & 31st Avenue on Saturday, December 10th, 2022 that included an afternoon of strolling holiday carolers, a children's puppet show featuring Penny and the Puppettes, juggling, as well as balloon and caricature art. Performances geared to children featured Reflexion Dance's youngest troupe, interactive music numbers by Fiddle Foxes, and Art House Astoria Conservatory for Music and Art's children's rock band, tap dancers, and carolers. Santa and Mrs. Claus were also on hand, taking kids' letters and wish lists, and giving them a special gift which made for great photo ops.

To commemorate the spring equinox, a Steinway Street Spring Fling was held on Steinway Street & 31st Avenue on April 2nd 2023. Excited children enjoyed drawing and reading activities generously provided by Street Lab's Mobile Equipment Library. Attendees also enjoyed balloon and caricature art, stilt walking, a hip hop dance along class with Sol Dance Center, interactive music performances by FunikiJam and Fiddle Foxes, as well as a kids' safari puppet show by Lucky Duck Puppets. The ASPCA's mobile adoption van was on hand and on-site animals were adopted. Big Reuse in partnership with DSNY also attended and provided outreach and education to the community on Curbside Composting, as well as giveaways.

The holiday and spring events were made possible, in part, through funding from NYC Council Member Tiffany Cabán.

Launched by the NYC Department of Small Business Services, Tuesday, May 9th marked the 1st annual NYC BID Day. The afternoon was filled with strolling performances throughout the corridor by the talented young musicians and singers of the Academia de Mariachi Nuevo Amanecer, as well as business outreach informing our merchants of available free services to help them operate their businesses more effectively. May was also Small Business Month and a social media campaign was implemented encouraging everyone to support our small businesses by shopping Steinway Street.



Seasonal promotions were held including the semi-annual Steinway Sale Days and Street Fairs. The BID's street fair was held on August 14th, 2022 and enjoyed a nice turnout. The street fair on April 30th, 2023 held by the Central Astoria LDC saw a modest turnout and due to rain the 9th annual International Cultural Festival traditionally staged in front of the DOT Municipal Parking Lot was moved to an indoor venue.

A Shop Your City! Shop Steinway Street! promotional video was shot in May as part of the Commercial District Needs Assessment and will be released later this summer and featured on the NYC Department of Small Business Services' website and YouTube channel.

New banners were created and installed the length of Steinway Street. The multicolor banners herald the messages "Welcome to Astoria! A Neighborhood of Many" and "Welcome to Astoria! A Place for Everyone!"



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 year. 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.

Welcome to Steinway Street's New Businesses

Al Dar Halal Market

Fiori Flowers

German Doner Kebab

INKSTINCT

NYC Glamour Couture II

RECOVERY MODE NYC

Smile 4 Me Dental Care

Tropical Smoothie Café

VIDA

Coming Soon

Pasaporte Restaurant

Popeyes

Sea Side NYC



SECTION II

Fiscal Year 2024 Goals

The Steinway Astoria Partnership's goals for fiscal year 2024 are to continue to focus on revitalizing the district. Steinway Street continues to see multiple successful businesses open up and thrive. The Steinway Astoria Partnership will strive to meet the long term goal of reenergizing Steinway Street as a viable and booming Main Street.

The Partnership's long term vision for revitalization is focused on attracting new businesses while protecting our 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.

The Steinway Astoria Partnership will continue to explore expansion of the BID from Astoria Boulevard South to Northern Boulevard in efforts to unite the vast commercial corridor.

The robust social media marketing campaign designed to draw entrepreneurs as well as shoppers to the district will continue via website, Facebook, Twitter, and the flourishing Instagram platform. Expanded events are planned to get people out and about in the neighborhood to support our small businesses.

Caring for the district's streetscape continues to be a priority. 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, as well as attract potential businesses to the street. The BID will explore new opportunities such as wayfinding, green spaces, and art activations to enhance the streetscape.

The Steinway Street DOT Municipal Parking Lot back wall mural which has fallen into disrepair will be recreated in a kaleidoscope of vibrant colors through a collaboration by Lady Pink and students from the Frank Sinatra School of the Arts. The mural will highlight faux storefronts with various images taking imaginative and fanciful shapes reflecting showcased goods and services of small businesses found on Steinway. The mural intends to serve as the symbol of Steinway's re-imagination as a district of artistic ambiance, not just shopping and dining.

SECTION III

Fiscal Report '23/Budget Fiscal Year '24

	Financial Report 2023	Budget 2024
<u>INCOME</u>		
Assessment	520,000.00	520,000.00
Fund Raising	7,000.00	7,000.00
Interest	500.00	500.00
Total Revenue	527,500.00	527,500.00
<u>EXPENSES</u>		
General/Administrative		
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	2,500.00	2,500.00
Total Administrative	117,000.00	117,000.00
Program Services		
Sanitation/Maintenance	205,000.00	205,500.00
Marketing/Promotion	15,000.00	40,000.00
Streetscape/Beautification	75,000.00	75,000.00
Security	6,000.00	60,000.00
Holiday Lighting	27,000.00	30,000.00
Total Program Services	328,000.00	410,500.00
Total Expense	445,000.00	527,500.00
Income/Expenses	82,500.00	0

SECTION IV

Organizational Information

BOARD OF DIRECTORS '22/'23

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
Mr. Ryan Adhami - Alternate
Mr. Michelangelo Pinto - Alternate

CLASS B - Commercial Tenants

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

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

CONTRACTOR	SERVICE	AMOUNT	TERM
Streetplus Company, LLC 154 Conover Street Brooklyn, NY 11231 718-222-4549	Sanitation/Graffiti Removal	\$205,000	7/1/22 - 6/30/23
Central Astoria LDC, Inc. 25-69 38th Street, Unit 1C Astoria, NY 11103 718-728-7820	Administrative/ Managerial	\$105,000	7/1/22 - 6/30/23
Illuminations by Arnold, Inc. 18 Stewart Street Brooklyn, NY 11207 718-599-5760	Holiday Lighting	\$27,000	11/1/22 - 12/31/22
LandSite Group, Inc. 1575 Ferndale Blvd. Central Islip, NY 11722 631-591-2626	Landscaping/ Maintenance	\$75,000	5/23 - 12/23

Steinway

ASTORIA PARTNERSHIP



Steinway Astoria Partnership

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Astoria, NY 11103

1.718.721.8252

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