



ANNUAL  
REPORT

Fiscal Year '24

July 1, 2023 – June 30, 2024

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## SECTION I

### *Review of 2023-2024*

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 conducted by the Central Astoria LDC and Queens Economic Development Corporation through the NYC SBS that included Steinway Street from Astoria Boulevard South to 36<sup>th</sup> Avenue was published and contains valuable information on the strengths and challenges of the district as well as opportunities for growth such as attracting new businesses that satisfy the neighborhoods demand for quality retail and culturally diverse restaurants; identifying new public spaces, and activating the streetscape.

### **BEAUTIFICATION/STREETScape**

The Steinway Astoria Partnership's beautification efforts have provided a greener, more pedestrian friendly, and pleasing environment for shoppers, enhancing their experience while visiting 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. 16 new trees were planted this year adding to our greening efforts.

The BID undertook the creation of two murals this year. One on the DOT Municipal Parking Lot's back wall in a kaleidoscope of vibrant colors through a collaboration with the students from the Frank Sinatra School of the Arts. The mural highlighted faux storefronts with various images taking imaginative and fanciful shapes through the imagination of these talented youngsters. The other on the second story wall of 30-13 Steinway featured a mural depicting various peoples of Astoria reflective of the title "Astoria a Place for Everyone!"

### **HOLIDAY LIGHTING**

The lighting, a decades old tradition on Steinway Street, continued bringing a festive atmosphere to the street from November to January. The holiday lighting is a highly anticipated event by shoppers, residents, and storeowners each year.

## MARKETING/PROMOTION

The Steinway Astoria Partnership's marketing and promotional activities are designed to spread the word about the district and its small businesses.

A robust daily Instagram program continued featuring individual businesses within the district as well as BID events during the year. The response to Instagram has been remarkable from both the businesses and residents.

A Season's Celebration on Steinway Street on Saturday, December 2<sup>nd</sup> brought out hundreds of Astorians to enjoy a multitude of activities and performances on Steinway Street. Balloon art, holiday arts & crafts, hand painting, in addition to other kid's activities, kept little ones engaged in this wonderful community event. Santa and Mrs. Claus took pictures and gave away books, thanks to the generosity of Scholastic! This celebration of the holiday season also featured performances by The Sugar Plums, LuckyDuck Puppets, Sassi Entertainment and Wild Heart Performing Arts Studio. The ASPCA was on hand for adoption of our furry friends

On May 11<sup>th</sup>, the vibrant community of Astoria gathered for the highly anticipated Steinway Street Spring Fling, an afternoon filled with fun, entertainment, and community spirit. between Steinway Street and 38th Street. The event brought together residents and visitors of all ages to celebrate the arrival of spring. The Spring Fling featured a variety of activities and attractions that delighted attendees. From live performances by FunikJam and Fiddle Foxes to a Puppet show by Lucky Duck Puppets, there was something for everyone to enjoy. Children participated in arts and crafts, Hoola hooping, face painting, and street games! The Steinway Street Spring Fling was made possible by the generous support of Council Member Tiffany Cabán. Their commitment to enhancing neighborhood cohesion and promoting local businesses played a crucial role in the event's success.

Tuesday, May 6<sup>th</sup> marked the 2nd 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. Seasonal promotions were held including the semi-annual

Steinway Sale Days and Street Fairs. The BID's street fair was held on August 13th, 2023 and enjoyed a nice turnout. The street fair on April 28, 2024 held by the Central Astoria LDC saw a phenomenal turnout at its 10<sup>th</sup> annual International Cultural Festival staged in front of the Steinway Street DOT Municipal Parking Lot. Skyz the Limit was also on hand presenting their aerial circus.





## 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, tree guards and floodgates that were ridden with graffiti.

The Steinway BID addressed the rat infestation in tree pits along the corridor, by engaging Urban Pest Management.

*Welcome to Steinway Street's New Businesses*

Urban Furniture  
Fiori Flowers  
Bottigeli Gelato  
Perfumes Emprie  
Spa HEBE by Lady Tamayo  
Gaby's Beauty Spa  
Joy Energetic Mood Spa  
Tattoo Stock NYC  
Seaside NYC  
Healthy Spa  
Cannavita Dispensary  
Pizza Hut  
Groomer and Pomade  
Satori Laser  
Boske  
Moka & Co  
Teriyaki U  
Tea Makers  
URVet Care Animal Hospital  
Urban Weeds  
Urban Upbound  
Pikalo Toasted Checked & Pizza  
Steinway Convenience  
Bora Bora Smoothie Café  
Radiant Aesthetic Med Spa  
Lina Uribe Body Spa  
Plern Thai  
Ivy  
Steinway Exotix  
Discount Furniture & Mattress



## SECTION II

### *Fiscal Year 2025 Goals*

The Steinway BID will focus on more improvements to the streetscape this year to complement our existing efforts to create a greener and aesthetically pleasing atmosphere on the district. Several announcements of funding will lend itself to these efforts.

The Steinway Street BID was awarded \$450,000 in multi modal funding from former Assemblywoman Catherine Nolan to be used to install additional decorative lighting replacing the old Cobra heads that remain on the street. The project has been approved and the BID has proposed twenty locations. Next steps include research by the DOT Street Lighting division to ascertain conditions at the sites and determine whether additional conduit work or other foundation work will be necessary. The result will impact the number of decorative lights that may be installed.

The Steinway Street BID was also awarded \$12,000,000 through the SEED Fund for public realm and streetscape improvements along Steinway Street to build out midblock curb extensions and new public spaces at three locations on Steinway Street between 30<sup>th</sup> and 34<sup>th</sup> Avenues, and will introduce two new green spaces at the Steinway Landmark Clock and at Municipal Parking Lot #2, between Broadway and 31<sup>st</sup> Avenue.

As we await implementation of these projects – 2026 at the earliest, the BID has met with the DOT to discuss implementation of asphalt art within the midblock crossings. Asphalt art will breathe new life and vitality at these locations promoting a safer, more welcoming streetscape.





**SECTION III**  
**Fiscal Report '24/Budget Fiscal Year '25**

	<b>Financial Report</b>	<b>Budget</b>
	<b>FY 2024</b>	<b>FY 2025</b>
<b><u>INCOME</u></b>		
Assessment	520,000.00	520,000.00
Fund Raising	9,092.57	9,000.00
Interest	12,500.00	10,000.00
Reallocation FY 24 Surplus	-	32,000.00
<b>Total Revenue</b>	<b>541,592.57</b>	<b>571,000.00</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	2,500.00	5,500.00
<b>Total Administrative</b>	<b>117,000.00</b>	<b>120,000.00</b>
<b>Program Services</b>		
Sanitation/Maintenance	205,500.00	206,000.00
Marketing/Promotion	10,000.00	35,000.00
Streetscape/Beautification	80,000.00	80,000.00
Security	3,500.00	100,000.00
Holiday Lighting	30,000.00	30,000.00
<b>Total Program Services</b>	<b>329,000.00</b>	<b>451,000.00</b>
<b>Total Expense</b>	<b>446,000.00</b>	<b>571,000.00</b>
<b>Income/Expenses</b>	<b>95,592.57</b>	<b>0</b>

## SECTION IV

### *Organizational Information*

#### **BOARD OF DIRECTORS 23/24**

##### 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*

<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	7/1/23 - 6/30/24
Central Astoria LDC, Inc. 25-69 38th Street, Unit 1C Astoria, NY 11103 718-728-7820	Administrative/ Managerial	\$105,000	7/1/23 - 6/30/24
Illuminations by Arnold, Inc. 18 Stewart Street Brooklyn, NY 11207 718-599-5760	Holiday Lighting	\$27,000	11/1/23 - 12/31/24
LandSite Group, Inc. 1575 Ferndale Blvd. Central Islip, NY 11722 631-591-2626	Landscaping/ Maintenance	\$75,000	5/23 - 12/24



**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)**

