



ANNUAL REPORT

Fiscal Year '25

July 1, 2024 – June 30, 2025

TABLE OF CONTENTS

Section I

Review of 2024-2025

Beautification/Streetscape

Holiday Lighting

Marketing/Promotion

Sanitation

Section II

Fiscal Year 2026 Goals

Section III

Financial Report FY '25

Budget FY '26

Section IV

Organizational Information

Section

V

Contracts

SECTION I

Review of 2024-2025

The Steinway Astoria Partnership undertook programs focusing on keeping the corridor's streetscape clean and aesthetically appealing including sanitation, graffiti removal, landscaping and maintenance. This past year, in cooperation with NYC DOT, the Partnership initiated an asphalt art program within the three midblock crossings making these crossings more welcoming. Marketing and promotional programs, including an ongoing Instagram campaign successfully highlighted the district's businesses.

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, while at the same time adding vibrancy to the district. Flower baskets, tree pits and planters showcased colorful flowers during the summer and fall. A winter motif with ribbons and poinsettias heralded the upcoming holiday season.

The BID undertook the creation of asphalt art on the district this past year. A kaleidoscope of vibrant colors by the Artist Vanesa Alvarez titled "Crossing Steinway, Crossing Cultures" were installed at the midblock crossings between 30th and 31st Avenue, 31st Avenue and Broadway, and Broadway and 34th Avenue, adding a welcoming touch and pedestrian safety to these locations.

HOLIDAY LIGHTING

The holiday lighting, a decades-old tradition on Steinway Street, continued bringing a festive atmosphere to the street from November to January.

This year, new lights were commissioned. Designed for the Partnership, the blue and silver lights evoking winter sparkled day and night, receiving positive comments from residents and shoppers.

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 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 14th and again on December 21st brought out hundreds of Astoria's children to visit with Santa and Mrs. Claus to receive a gift and have their picture taken. The children were also given a book thanks to the generosity of Scholastic Books.

On May 10th, the Spring Fling was held on 31st Avenue, just off Steinway Street. The event brought together residents and visitors of all ages to celebrate the arrival of spring with hands-on crafts and a whimsical puppet performance and comedy show. The Spring Fling showcased the local talent and vibrant spirit that defines Astoria. The Steinway Street Spring Fling was made possible by the generous support of Councilmember Tiffany Cabán. Their commitment to enhancing neighborhood cohesion and promoting local businesses played a crucial role in the event's success.

STEINWAY SALE DAYS AND STREET FAIRS

The BID's street fair, held on August 11th, 2024 and the Central Astoria Street Fair, held on April 27, 2025, saw a phenomenal turnout at its 12th 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. Both events attracted shoppers and visitors to the street by the thousands.

The Steinway Street Art Walk, dormant for many years, was revived on May 17, 2025. Over forty local artists had their art displayed in storefronts throughout the district. Fogo Azul led a drumline march up Steinway Street to inaugurate the Asphalt Art as well as kick off the Art Walk.



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 continued addressing the rat infestation in tree pits along the corridor, by engaging Urban Pest Management.

Welcome to Steinway Street's New Businesses

Era Gym - 28-18

Chick Rocks - 30-02

Ron's Buy, Sell, Trade - 30-11

Total Wireless, Sell Your Gadgets - 30-17

Tattoo Plug - 30-38

One Stop Shop Discount Store - 30-61

Ostro Café - 30-65

Rumi Life - 30-96

Meadow Dessert - 31-12

Noche de Margaritas - 31-31

Teri's Teriyaki - 31-47

Nios Spa - 31-76

Steinway Tech & Repairs - 32-14

Connect Sports Lounge - 32-16

Bela Aurora Brazilian Coffee Shop - 32-30

VS Sports Gaming - 32-43

SECTION II

Fiscal Year 2026 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. Lining the district with flowering planters, tree beds, and flower baskets brighten the district and are appreciated by all who visit Steinway Street. Murals in the district add to the vitality and the BID will build on its successful mural and asphalt art projects by executing more in the coming year. More planters will be added to the district as well as additional tree bed plantings.

More events will be planned to draw visitors to the district. In addition to street festivals, children's holiday events and strolling holiday carolers, the BID will look into a food tasting and hosting a movie night. The BID will once again present the Steinway Street Art Walk in 2026, with the hopes of expansion and possibly activating vacant spaces as art galleries. Also on the horizon are strolling musicians for various holidays, sprinkled throughout the year.

Sanitation efforts will be expanded to include containerization of pedestrian garbage collected by the BID so that bags do not lie on the streets as mandated by the NYC Department of Sanitation. The BID will purchase containers that will hold the bags and the Department of Sanitation will then pick up from a central location within the district. The efforts will require additional hours from StreetPlus in order for the trash to be brought to a central location.

SECTION III
Fiscal Report for FY25 and Budget for FY26

	Financial Report FY 2025	Budget FY 2026
<u>INCOME</u>		
Assessment	520,000.00	520,000.00
Fund Raising	10,242.00	10,000.00
Interest	12,500.00	10,000.00
Total Revenue	542,742.00	540,000.00
<u>EXPENSES</u>		
General/Administrative		
Management Fee	110,250.00	118,000.00
Audit/Accounting	6,500.00	6,500.00
Insurance	5,500.00	5,500.00
Other Expenses	3,000.00	3,000.00
Total Administrative	125,250.00	133,000.00
Program Services		
Sanitation/Maintenance	223,000.00	213,000.00
Streetscape/Beautification	80,000.00	80,000.00
Holiday Lighting	44,000.00	44,000.00
Marketing/Promotion	30,000.00	40,000.00
Security	10,000.00	30,000.00
Total Program Services	387,000.00	407,000.00
Total Expense	512,250.00	540,000.00
Income/Expenses	28,492.00	0

SECTION IV

Organizational Information

BOARD OF DIRECTORS 24/25

CLASS A - Property Owners

Mr. Kevin Foley - President
Mr. Richard Plush - Executive Vice President
Mr. Farzan Adhami - Director
Mr. Aaron Applebaum - Director
Ms. Pauline Jannelli - Director
Ms. Kelly Lagoudis - Director
Ms. Carole Nobel - Director
Mr. Dominic Pinto - Director
Bishop Mitchell Taylor - Director
Dr. Abdulla Zoobi - Director
Mr. Ryan Adhami - Alternate
Mr. Michelangelo Pinto - Alternate

CLASS B - Commercial Tenants

Mr. Tony Barsamian - Chairman
Mr. Larry Lakhati - Secretary
Mr. JT Lakhati - Alternate

CLASS C - Residential Tenant

Mr. Nick Redzematovic - Director

CLASS D - Government Officials

NYC Department of Small Business Services
Commissioner Dynishal Gross
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	\$213,000	7/1/24 - 6/30/25
Central Astoria LDC, Inc. 25-69 38th Street, Unit 1C Astoria, NY 11103 718-728-7820	Administrative/ Managerial	\$110,000	7/1/24 - 6/30/25
Illuminations by Arnold, Inc. 18 Steuart Street Brooklyn, NY 11207 718-599-5760	Holiday Lighting	\$44,900	11/1/24 - 1/31/25
LandSite Group, Inc. 1575 Ferndale Blvd. Central Islip, NY 11722 631-591-2626	Landscaping/ Maintenance	\$75,000	5/24 - 12/25



Steinway Astoria Partnership

25-69 38th Street, Unit 1C

Astoria, NY 11103

1.718.721.8252

www.steinwaystreet.org