Steinway
ASTORIA PARTNERSHIP

ANNUAL REPORT

Fiscal Year '26

July 1, 2025 – June 30, 2026

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SECTION I
Review of 2025-2026

The Steinway Astoria Partnership undertook programs focusing on keeping the corridor's streetscape clean and aesthetically appealing including sanitation, graffiti removal, landscaping and maintenance. Additionally, NYC's mandate of getting trash bags off commercial districts was in its initial stages on Steinway Street. Street Fairs, Sales Days, and 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. Additional planters were placed at the three mid-block crossings cementing a sense of place at 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. The lights commissioned last year were
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.

The Steinway Astoria Partnership's Instagram program continued featuring individual businesses within the district as well as BID events during the year. The positive response and engagement to Instagram posts continues to grow.

A Season's Celebration on Steinway Street on Saturday, December 20th and again on December 22st brought out hundreds of Astoria's children to visit with Santa and Mrs. Claus to receive a gift and have their picture taken.

Steinway Street also hosted holiday carolers four afternoons during December which were much appreciated by residents, shoppers and businesses.

In honor of Cinque the Maio a strolling Mariachi band, the Mariahci Nuevo Amanecer, visited Steinway Street the weekend prior. A favorite of the neighborhood their joyful music brought out smiles and dancing by all who were nearby.

SANITATION

The three-person crew of the BID Clean Team providing 7-day a week service as well as monthly graffiti removal continued as the most crucial component of maintaining the district as a pleasing place to shop throughout the year. In line with the City's mandate to get BID trash bags off the street, a sanitation container was installed at 31st Avenue to hold the trash bags and additional hours were provided by

Street Plus to achieve this goal. Streetplus also sanitized street furniture - benches, Muni meters, trash receptacles, mailboxes, etc. deploying a specialized maintenance force to paint and power wash benches, trash receptacles, tree guards, mail boxes and floodgates that were ridden with graffiti. They were also called on to remove graffiti from the mural in the municipal lot that was tagged twice this year.

STEINWAY STREET FAIRS

The BID's Street fair, was held on August 11th, 2025 drew a crowd and the Central Astoria Street Fair, held on April 26, 2026, saw a phenomenal turnout at its 12th annual International Cultural Festival staged in front of the Steinway Street DOT Municipal Parking Lot. The festival included cultural groups from around the world who engaged the audience and drew thousands to the site. Both events attracted shoppers and visitors to the street.

SECTION II

Fiscal Year 2027 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. More planters will be added to the district and the mandated trash containers will also include planters to improve the aesthetic.

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 install three additional containers that will hold the bags and the Department of Sanitation will then pick up from central locations within the district. The efforts will require additional hours from Street Plus in order for the trash to be brought to the central locations.

The possible rezoning of Steinway Street from Astoria Boulevard South to 35th Avenue will be revisited with a formal request to the NYC Department of City Planning to initiate a comprehensive planning study for the area.

The Steinway Astoria Partnership will also investigate the feasibility of extending the Business Improvement District from Astoria Boulevard to Northern Boulevard, the natural boundaries of the district.

SECTION III
Fiscal Report for FY26 and Budget for FY27

	Financial Report FY 2026	Budget FY 2027
INCOME		
Assessment	520,000.00	520,000.00
Fund Raising	10,000.00	10,000.00
Interest	10,000.00	10,000.00
Total Revenue	540,000.00	540,000.00
EXPENSES		
General/Administrative		
Management Fee	118,000.00	118,000.00
Audit/Accounting	7,300.00	6,500.00
Insurance	5,500.00	5,500.00
Other Expenses	3,000.00	3,000.00
Total Administrative	133,800.00	133,000.00
Program Services		
Sanitation/Maintenance	232,000.00	213,000.00
Streetscape/Beautification	82,000.00	80,000.00
Holiday Lighting	44,000.00	44,000.00
Marketing/Promotion	10,000.00	40,000.00
Security	10,000.00	30,000.00
Total Program Services	378,000.00	407,000.00
Total Expense	511,800.00	540,000.00
Income/Expenses	28,200.00	0

Organizational Information

BOARD OF DIRECTORS 25/26

CLASS A - Property Owners
Mr. Kevin Foley-Littell - 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 Kenny Minaya
NYC Comptroller Mark Levine
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*	*7/1/25 - 6/30/26*
Central Astoria LDC, Inc. *25-69 38th Street, Unit 1C* *Astoria, NY 11103* *718-728-7820*	*Administrative/ Managerial*	*$118,000*	*7/1/25- 6/30/26*
Illuminations by Arnold, Inc. *18 Stewart Street* *Brooklyn, NY 11207* *718-599-5760*	*Holiday Lighting*	*$44,000*	*11/1/25 - 1/31/26*
LandSite Group, Inc. *1575 Ferndale Blvd.* *Central Islip, NY 11722* *631-591-2626*	*Landscaping/ Maintenance*	*$82,000*	*5/25 - 12/26*

Steinway Astoria Partnership
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Astoria, NY 11103
1.718.721.8252
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Steinway
ASTORIA PARTNERSHIP

SOMETHING FOR
EVERYONE