



ANNUAL
REPORT

Fiscal Year '21

July 1, 2020 – June 30, 2021

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SECTION I

Review of 2020-2021

The Steinway Astoria Partnership undertook programs focusing on keeping Steinway Street safe, clean, and landscaped during the height of the pandemic. The district's businesses were kept informed of the latest available assistance programs through social media. Residents were kept up to date on all businesses as they were permitted to reopen.

BEAUTIFICATION/STREETSCAPE

The Steinway Astoria Partnership 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 were especially important during the pandemic adding an aura of vibrancy to a dark time. Flower baskets, tree pits, and planters showcased colorful flowers during the summer and fall and planted with a holiday motif during the winter.

HOLIDAY LIGHTING

The annual long time tradition of lights for the holiday season on Steinway Street was able to be installed and were greatly appreciated by residents, shoppers and visitors.

MARKETING/PROMOTION

The Steinway Astoria Partnership's marketing and promotional activities designed to attract customers and visitors to the district were curtailed or cancelled for the most part in 2020 and 2021 due to COVID-19 restrictions.

The Steinway Astoria Partnership, however, did some Pop Up events during the holidays with performances that included holiday carolers, A Santa Drive by, a roving brass band and FunikiJam - a renowned children's entertainment troupe. These events were much appreciated by shoppers and children alike, bringing an unexpected burst of cheer.

In early June when restrictions loosened a bit, a mini cultural and crafts event was held on Steinway and 31st Avenue, a designated Open Culture street. Kids created their own paintings and sun visors at craft tables. All were treated to performances by the mesmerizing and talented young musicians and singers of the Academia de Nuevo Amanecer, who keep the Mexican tradition alive and Anja Dance Company, an Indian dance troupe who presented a lively and entertaining performance of the dances of their native land.

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 shop during 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. In addition to their regular service, they disinfected street furniture such as benches, muni meters, trash receptacles, mailboxes, etc.

A specialized maintenance force was deployed to paint and/or 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 Costa Constantinides.

SECURITY

The thirty-six cameras on the street are being revamped through an agreement with Sci Soft. The project was not completed due to COVID-19. The contractor was on site in June, however, still unknown at this time when the contractor will have necessary access to rooftops as many of the businesses where access is needed remain closed. The NYPD 114th Precinct has access to the cameras which aid in apprehending offenders.

Welcome to Steinway Street's New Businesses

Dhaka Furniture
Fly Wing E-Bike
VYBZ Astoria
Queens Veterinary Center
Metro by T-Mobile
Cricket Wireless
Total Wireless
Jimmy Jazz
Shine Beauty
Disco Paws
Animal Surgical Center
Café de Colombia Bakery II
Care Cube Medical Clinic
Astoria Integrated Service Center
The Chill Spot
Convenience Smoke Shop
Gramercy Caf3
Isabella's Colombian Bakery & Restaurant
Total Wireless
Agencija Pan Adriatic
Triboro Printing
Green Aura Spa

Coming Soon

Happy Spa
London Boutique
SVL Bar Greek Street Eats
Tacos El Tri

SECTION II

Fiscal Year 2022 Goals

The Steinway Astoria Partnership's goals for fiscal year 2022 are to be focused on revitalizing the district which has been impacted during the pandemic. There was an uptick in vacancies during the pandemic, however Steinway has seen several businesses open up in the last few months. Whether this trend continues is an unknown, but the Steinway Astoria Partnership will strive to meet the long term goal of bringing Steinway Street back as a viable Main Street in the heart of Astoria.

The Partnership's long term vision for revitalization is multi layered: increase affordable housing while preserving the community's existing housing stock and its residents, draw new businesses while protecting existing small businesses, promote local job growth, and create a pedestrian friendly and walkable district with a sense of place. The Partnership sees an opportunity to forge a partnership with the Innovation Qns project that will benefit Steinway's existing small businesses and longtime residents.

In the meantime, a comprehensive social media marketing plan designed to attract entrepreneurs as well as shoppers to the district will be integrated into the website as well as on Instagram and Facebook. Events are planned to get people out and about in the neighborhood to support our small businesses. A Halloween Pet Parade in October, A Holiday Event with Santa for photos ops in December, and an Art Walk in May are currently in the planning stages.

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

SECTION III

Fiscal Report '21/Budget Fiscal Year '22

	Financial Report 2021	Budget 2022
<u>INCOME</u>		
Assessment	460,000.00	460,000.00
Fund Raising	0	0
Interest	500.00	500.00
Total Revenue	460,500.00	460,500.00
<u>EXPENSES</u>		
General/Administrative		
Management Fee	100,000.00	100,000.00
Audit/Accounting	6,500.00	6,500.00
Printing & Postage	1,000.00	500.00
Meetings, Dues & Fees	2,500.00	1,000.00
Insurance	2,000.00	2,000.00
Total Administrative	112,000.00	110,000.00
Program Services		
Sanitation/Maintenance	205,000.00	205,000.00
Marketing/Promotion	10,000.00	50,000.00
Beautification	60,000.00	55,000.00
Security	7,000.00	10,500.00
Holiday Lighting/Sound	27,000.00	30,000.00
Total Program Services	309,000.00	350,500.00
Total Expense	421,000.00	460,500.00
Income/Expenses	39,500.00	0

SECTION IV

Organizational Information

BOARD OF DIRECTORS '20/'21

CLASS A - Property Owners

Mr. Kevin Foley - President
Mr. Bruce Last - Executive Vice President
Mr. Frank Adhami - Director
Ms. Kelly Lagoudis - Director
Ms. Carole Nobel - Director
Mr. Dominic Pinto - Director
Mr. Richard Plush - Director
Ms. Carol Wasserman - Director

CLASS B - Commercial Tenants

Mr. Tony Barsamian - Chairman
Mr. Larry Lakhati - Secretary
Mr. Tony Mazzara - Director

CLASS C - Residential Tenants

Ms. Sharon Frances

CLASS D - Government Officials

Commissioner Jonnel Doris
NYC Department of Small Business Services
NYC Comptroller Scott M. Stringer
Queens Borough President Donovan Richards
NYC Councilman Costa Constantinides

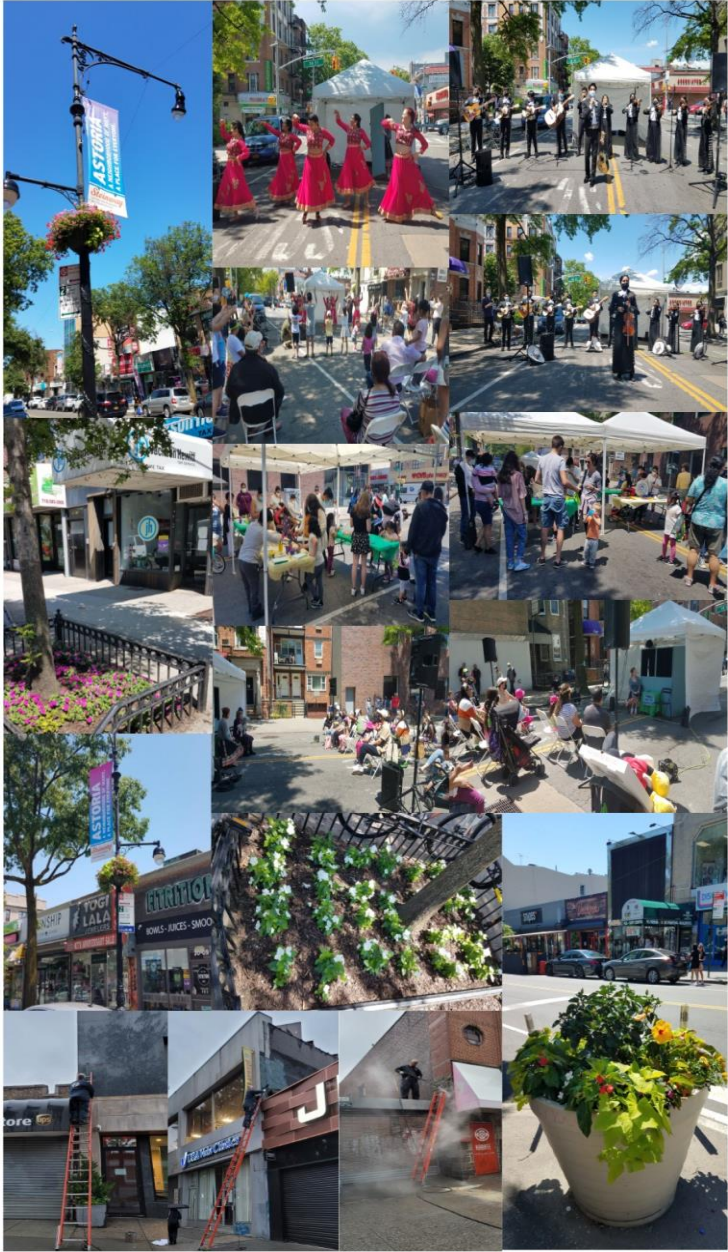
Executive Director

Ms. Marie Torniali

SECTION V
Contracts

CONTRACTOR	SERVICE	AMOUNT	TERM
Streetplus 154 Conover Street Brooklyn, NY 11231 718-222-4549	Sanitation/Graffiti Removal	\$196,500	7/1/20-6/30/21
Central Astoria LDC, Inc. 25-69 38th Street, Unit 1C Astoria, NY 11103 718-728-7820	Administrative Managerial	\$100,000	7/1/20 - 6/30/21
Illuminations by Arnold 68 Meserole Street Brooklyn, NY 11206 718-626-6100	Holiday Lights	\$28,000	11/1/20- 12/31/20
Landsite Group, Inc. 81 Brightside Avenue Central Islip, NY 11722 631-608-3878	Landscaping/ Maintenance	\$55,000	5/21 - 12/21





Steinway

ASTORIA PARTNERSHIP



Steinway Astoria Partnership
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