



ANNUAL
REPORT

Fiscal Year '20

July 1, 2019 – June 30, 2020

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SECTION I

Review of 2019-2020

The Steinway Astoria Partnership undertook programs focusing on the district's streetscape including sanitation, graffiti removal, landscaping and maintenance; new marketing and promotional programs, and the implementation a robust social media program.

BEAUTIFICATION/STREETSCAPE

The Steinway Astoria Partnership's beautification efforts are intended to provide a greener, pedestrian friendly and pleasing environment for shoppers so that they enjoy their visit to Steinway Street. The benches installed a few years ago lend to creating this pleasing environment as have the flower baskets, tree pit plantings and the installation of planters at the three mid-block crossings located between 30th and 31st Avenue; 31st Avenue and Broadway; Broadway and 34th Avenue. The addition of these mid-block crossings provide pedestrian safety and also enhance the aesthetic of the street.

HOLIDAY LIGHTING

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

MARKETING/PROMOTION

The Steinway Astoria Partnership's marketing and promotional activities are designed to attract customers and visitors to the district. Two new and unique events were held.

The Steinway Astoria Partnership proudly hosted its Steinway Street Art Walk on Saturday, September 14th, 2019 along the BID corridor. The event kicked off at Long Island City Kleaners, where art lovers picked up guidebooks for the art walk designating all the in-store galleries, street window galleries, pop-up sidewalk displays and street art locations along the BID corridor that showcased amazingly unique art pieces by local artists that were available for purchase.

The Steinway Astoria Partnership, in collaboration with the Central Astoria Local Development Coalition, hosted its 1st Steinway Holiday Market on November 30th and December 1st at the Steinway Street Municipal Parking Lot. The two-day event rang in the holiday shopping season as it brought out an eclectic group of local artisans/makers with a wide array of special holiday gift ideas and tasty treats. The event also featured children’s activities, a special appearance by Santa from 12:00-3:00 pm and special performances throughout the day. The day was dedicated to supporting local artisans/makers and Steinway Street’s unique small businesses.

Seasonal promotions were held including the semi-annual Steinway Sale Days in October 2019 and Street Fair in August 2019. Due to Covid 19 the street fair traditionally held in April (2020) and Steinway Sale Days held in May 2020 were both cancelled.

The Steinway Astoria Partnership rolled out its new mobile friendly website. The website steinwaystreet.org is easy to navigate, visually pleasing, and includes information on all Steinway businesses. Steinway’s Instagram account @steinwaystreet highlighted individual businesses as they reopened and provided relevant information for businesses on available grants and guidance from the City and State.

A new banner was created and installed the length of Steinway Street. The colorful banner heralds the message “Astoria, a neighborhood of many, a place for everyone.”



SANITATION

The three person crew of the BID Clean Team providing 7-day a week service, continued as a crucial component of maintaining the district as a pleasing place to shop. This coupled with the monthly graffiti removal program makes a significant difference in the district's cleanliness. Streetplus, works tirelessly to keep the Steinway Street BID district beautiful and clean. The district is serviced from 7:00 a.m. to 4:00 p.m. year-round. Streetplus was on the street during Covid 19 daily and, in addition to their regular service, 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. Unknown at this time when the contractor will have necessary access to rooftops as many businesses remain closed. NYPD 114th Precinct has access to the cameras which aid in apprehending offenders.

SECTION II

Fiscal Year 2021 Goals

The Steinway Astoria Partnership's goals for fiscal year 2021 are to be focused on revitalizing the district which has seen a downturn in sales and an uptick in vacancies during the pandemic. 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.

While the Steinway Astoria Partnership's efforts to rezone the district was determined to be unfeasible last year, the effects of Covid 19 on the district cannot be ignored. The Partnership will focus on building a community coalition to achieve possible rezoning as a long term goal to increase investment and revitalize the district. Involving numerous stakeholders will ensure that new development is appropriately targeted to Steinway and the surrounding neighborhood with no displacement of its current residents and businesses. 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.

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 will be planned as soon as they are permitted to get people out and about in the neighborhood to support our small businesses. Existing businesses will be encouraged to have an on line presence to build their brand, attract new customers, and gain visibility in this digital age.

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.

SECTION III

Fiscal Report '20/Budget Fiscal Year 21

	Financial Report 2020	Budget 2021
<u>INCOME</u>		
Assessment	460,000.00	460,000.00
Fund Raising	9,500.00	0
Interest	579.00	500.00
Total Revenue	470,079.00	460,500.00
<u>EXPENSES</u>		
General/Administrative		
Management Fee	100,000.00	100,000.00
Audit/Accounting	6,200.00	6,500.00
Printing & Postage	675.00	500.00
Meetings, Dues & Fees	710.00	1,000.00
Insurance	1,200.00	2,000.00
Total Administrative	108,785.00	110,000.00
Program Services		
Sanitation/Maintenance	197,400.00	205,000.00
Marketing/Promotion	25,500.00	50,000.00
Beautification	63,121.00	55,000.00
Security	10,062.00	10,500.00
Holiday Lighting/Sound	26,500.00	30,000.00
Total Program Services	322,583.00	350,500.00
Total Expense	431,368.00	460,500.00
Income/Expenses	38,711.00	0

SECTION IV

Organizational Information

BOARD OF DIRECTORS

CLASS A - Property Owners

Mr. Kevin Foley - President
Mr. Bruce Last - Executive Vice President
Mr. Frank Adhami - Director
Ms. Kelly Lagoudis - Director
Mr. Matt Lawrence - 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 Lakhathi - 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 Sharon Lee
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	7/1/19-6/30/20
Central Astoria LDC, Inc. 25-69 38th Street, Unit 1C Astoria, NY 11103 718-728-7820	Administrative Managerial	\$100,000	7/1/19 - 6/30/20
Illuminations by Arnold 68 Meserole Street Brooklyn, NY 11206 718-626-6100	Holiday Lights	\$28,000	11/1/19- 12/31/19
Landsite Group, Inc. 81 Brightside Avenue Central Islip, NY 11722 631-608-3878	Landscaping/ Maintenance	\$55,000	5/20 - 12/20



Steinway Street ART WALK

SATURDAY
SEPTEMBER 14, 2019

3PM - 7PM

A SELF-GUIDED TOUR OF
IN-STORE GALLERIES
STREET WINDOW GALLERIES
POP-UP SIDEWALK DISPLAYS
& STREET ART

@steinwaystreet





GREAT LOCAL HOLIDAY FINDS!

STEINWAY HOLIDAY MARKET

Support local Vendors and Merchants!

SAT NOV 30TH AND SUN DEC 1ST
10:30 AM - 4:30 PM
STEINWAY MUNICIPAL PARKING LOT #2
STEINWAY STREET, QUEENS, NY 11053
(BETWEEN 31 AVENUE AND BROADWAY)

Local Vendors!
Live entertainment!
Guest appearance: Santa Claus!
SAT NOV 30TH
12:00 PM - 2:00 PM
Performances by: Fiddle Foes
3:30 pm - 4:00 pm

 



Steinway

ASTORIA PARTNERSHIP



Steinway Astoria Partnership
25-69 38th Street, Unit 1C
Astoria, NY 11103
1-718-721-8252

www.steinwaystreet.org