



Long Island City
Partnership

ANNUAL AWARDS GALA

2021

Dear Members & Friends of the LIC Partnership:

Welcome to our 32nd Annual Awards Gala! This event celebrates decades of excellence in leadership and community impact in Long Island City. Tonight we mark the significant history of past contributions and anticipate the future before us, as we approach a year of recovery and growth for New York and Long Island City.

This year's honorees, The Floating Hospital and Plaxall, exemplify the total commitment to this community that is a hallmark of LIC, and we are so grateful for their many contributions.

We are incredibly fortunate to partner with our Premiere Annual Sponsor, Tishman Speyer, on this event to be held at their at their newly opened the JACX building, starting on its magnificent outdoor terrace, The Quad, and finishing in the elegant JACX&CO Food Hall.

LIC continues to be a neighborhood like no other, with something new in every corner of the area. Despite the challenges of the pandemic, LIC has continued to grow as a community, and become more connected than ever. In the following pages, you can sample what the neighborhood has to offer and what our efforts have accomplished in economic development, supplemental services, marketing and business assistance. None of this work is possible without the support of Members, Directors, our Corporate Sponsors, our highly effective Elected Officials, and most of all, the creative and committed people and organizations of LIC.

Once you engage as an active member of LICP, you will connect with their great work and the efforts of so many more. Up-to-date information can always be found at our resource packed website **licqns.com**. We encourage you to stay in touch by signing up for our e-newsletter, reaching out for business assistance, attending events and becoming a Member.

Sincerely,

Elizabeth Luskin
President

Patricia Dunphy
Chair

Thank You to Our Elected Officials for Their Pivotal Support

Governor Kathy Hochul
Mayor Bill de Blasio

Queens Borough President Donovan Richards Jr

US Senator Charles E. Schumer
US Representative Carolyn B. Maloney
NY State Assemblywoman Catherine Nolan

US Senator Kirsten Gillibrand
NY State Senator Michael Gianaris
NY City Council Member Jimmy Van Bramer

Thank You to Our Annual Sponsors

PREMIERE



PLATINUM



GOLD



Long Island City Partnership

Long Island City Partnership (LICP) is the neighborhood development organization for LIC. Our mission is to advocate for economic development that benefits the area's industrial, commercial, tech, cultural, tourism, and residential sectors. The goal is to attract new businesses to LIC, retain those already here, welcome new residents and visitors, and promote our vibrant and authentic mixed-use community. LICP also operates the LIC Business Improvement District and LIC Industrial Business Zone (LIC IBZ), providing business services and assistance.

What We Do



Provide business services and assistance through operating the LIC BID and LICIBZ.



Plan for the success of LIC as a mixed use community with fellow local stakeholders.



Provide direct supplemental services for the LIC BID, including daily sanitation, horticulture, and maintenance of capital improvements, visitor programs, and retail attraction.



Host networking, educational, B2B, workforce development and community events.



Act as the central source of LIC neighborhood news, attractions and events through our website, social media, and e-newsletter.



Connect and support businesses through events, membership, sponsorship, branded LIC maps and street banners, and the Partnership Perks discount program.



Public Art through LIC Arts Connection and other efforts.

Agenda

6:00 PM – 6:45 PM

Champagne and Passed Hors D'oeuvres

JACX Outdoor Terrace

Provided by Penny Bridge - Dan Kluger, Chef-Proprietor

6:45 PM – 8:00 PM

Food and Beverages

JACX&CO. Food Hall

Featuring:

Beebe's, Biao Sugar, Crif Dogs, FIELDTRIP, Ghaya,

LOTUS+CLEAVER, Mexology, Taïm

Beer & Wine Supported by Rockaway Brewing Co. and

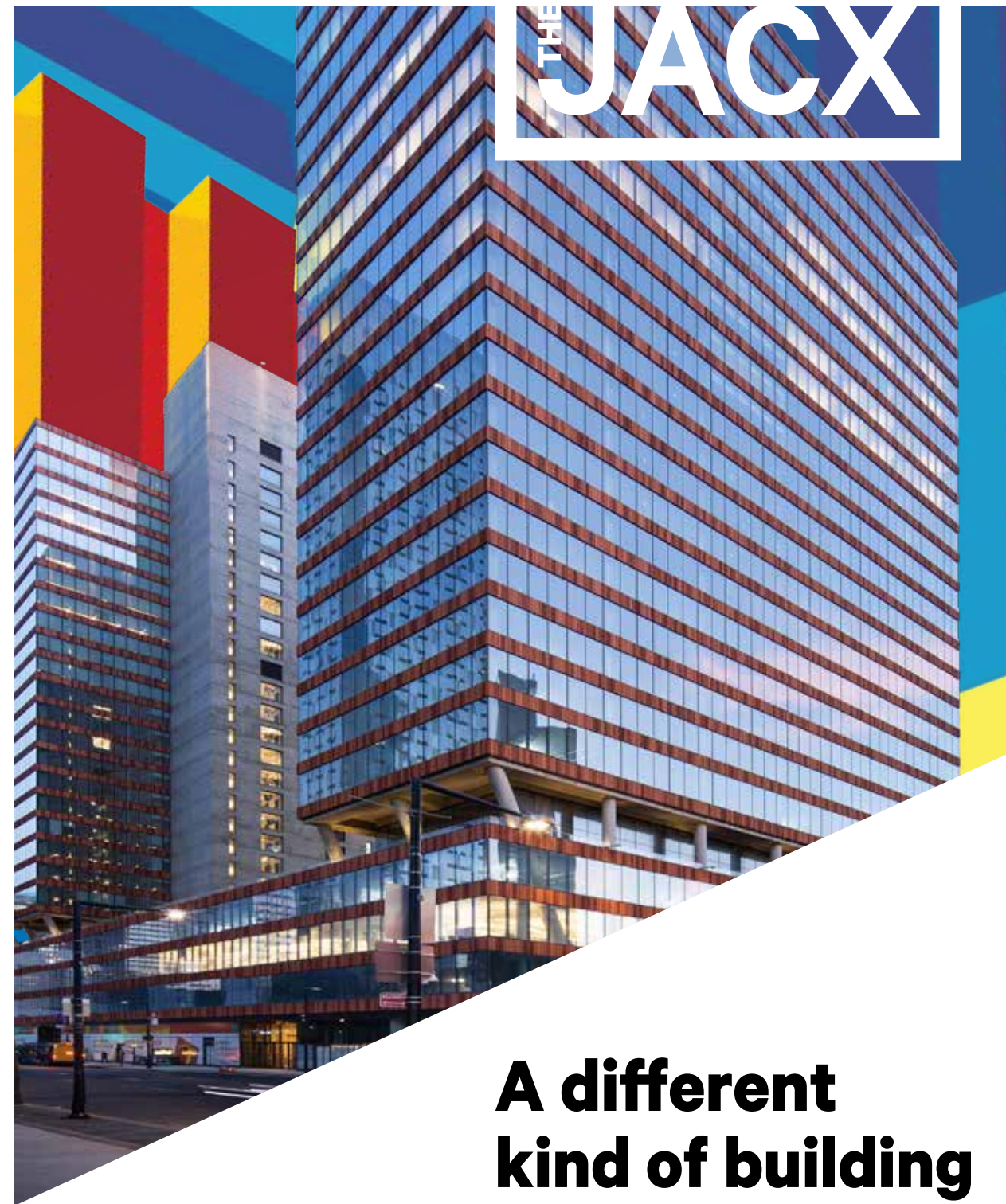
SquareWine & Spirits

8:00 PM – 8:15 PM

Remarks and Awards Ceremony

8:30 PM

Event Concludes



A different kind of building for a different kind of city.

The JACX is pleased to host this year's Long Island City Partnership Annual Awards Gala.

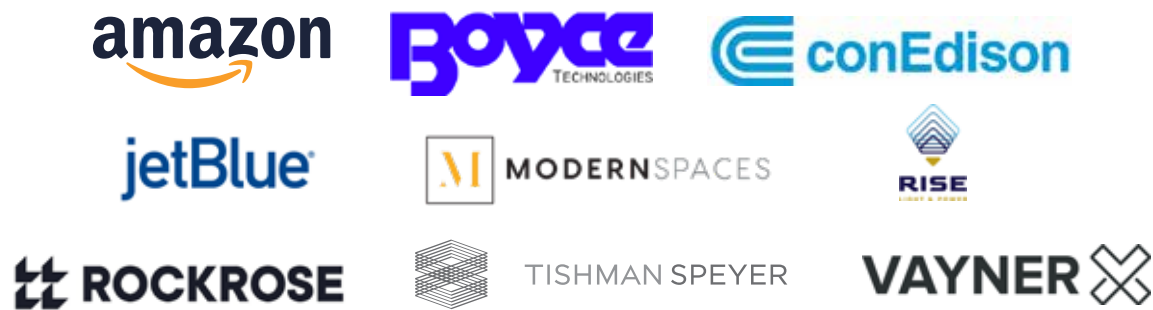
Welcome to The JACX, the new benchmark in creative office space from Tishman Speyer. With two towers boasting an indoor-outdoor concept space and a landscaped rooftop terrace, stunning views are always plentiful. And if food is what you seek, check out 50,000 sq. ft. of retail space including City Acres grocery store, Pennybridge Restaurant and JACX&CO, a food hall serving up 9 diverse culinary options. Add The Wright Fit Gym to the mix and The JACX truly redefines the modern workspace.



TISHMAN SPEYER

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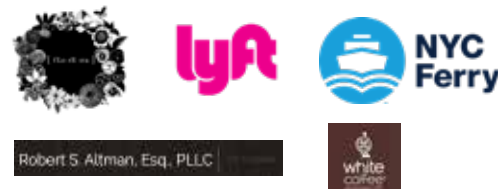
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Event Partners



Annual Awards Gala Honorees

Business Honoree



Our Business Honoree, Plaxall, has been shaping LIC for over 75 years. The Plaxall family has been a leader in fostering our mixed use community, and this past year did so much to keep our community strong through the pandemic. They kept our cultural scene alive through Culture Lab LIC, our families fed through hosting multiple food relief efforts, our community immunity growing through housing a vaccination clinic, and their tenants afloat.

William D. Modell Community Service Award



THE FLOATING HOSPITAL

Our Modell Community Service Honoree, The Floating Hospital, has provided first rate medical services to New York City's most vulnerable families for over 150 years. Today, they provide healthcare, health education, social support and the delivery of necessities to the city's families living in homeless shelters and domestic-violence safe houses. They also serve LIC's public housing and low income residents. This past year, they played a heightened role with COVID testing, vaccinations, clinics and more.

LIC Neighborhood Map



About LIC

Long Island City is a uniquely mixed-use neighborhood. While this year has been incredibly difficult, the diversity and people behind our community position LIC for a strong recovery in the year ahead.

Mix: Neighborhood Amenities

LIC's authentic mixed-use urban character supports a neighborhood rich in cultural offerings and amenities, with a growing array of retail and healthy living services.

Meet: Connectivity & Transit

Sitting at the geographic heart of New York City, LIC's central location and unparalleled accessibility provides fast and easy transit options to Manhattan, Brooklyn and other parts of NYC, as well as the surrounding suburbs, and the airports.

Make: Diverse & Resilient Businesses

Employers large and small are attracted to LIC's building stock, multiple transit options, access to talent at all levels, and growing mix of housing, office and retail. Despite a difficult year, LIC's mix of employers remains strong.

Employers in LIC include:

3DBio, Altice USA, Amy's Bread, Boyce Technologies Inc., Centene, DeppGlass, Doughnut Plant, Estée Lauder, JetBlue, Kaufman Astoria Studios, Lady M Confections, Lyft, Macy's/Bloomingdales, MANA Products, Mount Sinai Queens, Neuman's Kitchen, Nouveau Elevator, Silvercup Studios, TEI Group, Uber, VaynerMedia, The Wirecutter, and many more.

- 300+ **Food & Drink Destinations**, including 200+ participating in the Open Restaurants program
- 50+ **Shopping Destinations**, over 90% of which are locally owned
- 50+ **K-12 Schools**, including 40 public elementary, middle, and high schools and another 11 private and charter schools
- 40+ **Arts & Culture Organizations**, including museums, galleries, and performing arts spaces that put LIC at the center of New York's cultural conversation
- 40+ **Health & Fitness Options**, including rock climbing, yoga, pilates, martial arts, and more
- 20+ **Parks, Playgrounds, and Community Gardens** with over 145 acres of green space
- 15+ **Major Nonprofits and Community Organizations**

- 140+ CitiBike stations
- 15 Bus lines
- 8 Subway lines
- 4 Bridges
- 3 NYC Ferry landings
- 2 LIRR stations

- 107K+ Residents
- 78K+ Employees
- 50K+ Higher Education Students
- 6,800+ Businesses

Source: U.S. Census Bureau, 2016 ZIP Code Business Patterns; LaGuardia Community College, CUNY Law, and Cornell Tech enrollment numbers, 2018

Community Development

Guided by the findings of the 2016 LIC Comprehensive Plan, LICP continues to build upon the success of existing work in fostering emerging industries, enriching the public realm, and connecting people with the neighborhood's unique commercial, recreational and cultural assets through our wayfinding system. LICP fosters community development through two strategies: capturing and sharing crucial data and resources and facilitating projects in the public realm. Most importantly, LICP builds connections between LIC's greatest asset—the unique and diverse population of people who live, work and create here.

LIC Local

Since its launch in 2019, our smart wayfinding system, LIC Local (formerly known as LIC Compass) has captured more than **3,000 unique QR code scans** and **38,000 mobile web page views**. With 200 signs deployed throughout LIC, we are able to connect with thousands of people and share up-to-date information on local businesses, upcoming events, art installations, and more.

LIC Area Arts Program

After pausing the program due to COVID, LICP is moving full steam ahead with an exciting portfolio of new public art installations throughout LIC, including murals, sculptures, and digital artwork. Community-driven and locally-focused, our public art projects highlight the talent and creativity of one of New York City's most vibrant art scenes.

Business Survey

Earlier this year, LICP conducted our 3rd biennial business and organization survey to capture key data on the state of our community. Hundreds of businesses responded, sharing information on their needs, workforce composition, and the challenges that the business community has faced throughout the pandemic. Preliminary results demonstrate that LIC's geography and unique transportation amenities continue to make it a desirable locale for businesses and workers alike. As 2020 Census Data is made available in the coming months, LICP will use this information to engage with policymakers and stakeholders on the short term and long term needs of our business community.

Moving Forward

Last year, LICP published its Neighborhood Snapshot: Decade in Review, highlighting the tremendous progress that we have achieved together in building a vibrant, mixed-use, and mutually supportive neighborhood over the past ten years. Forthcoming Census data will confirm what we already know to be true: LIC is one of New York City's fastest growing in the nation and also the most authentically mixed-use. While we remain vigilant against COVID, we are looking forward to emerging from the pandemic more resilient than ever.

Our website licqns.com/economicdevelopment includes many layers of neighborhood information, including: Development Maps providing real-time data on the neighborhood's growth, Neighborhood Snapshots on the area, including development statistics, area assets, major employers and institutions, and a compilation of Market Reports on LIC produced by industry leaders.



Business Improvement District

Managed by the Long Island City Partnership, the LIC BID provides supplementary sanitation and visitor services within the District, and carries out community development and marketing initiatives that benefit the greater neighborhood. Created in 2005, the original LIC BID encompassed the commercial corridors along Queens Plaza and Jackson Avenue to Court Square. It has since been expanded to include the commercial corridors continuing along Jackson Avenue, Vernon Boulevard, and 44th Drive.

Beautification

We have an extensive horticulture program where we plant and maintain tulips, begonias, hanging lamp post flower baskets and solar powered tree pit lights throughout the BID. Additionally the BID maintains the medians along Jackson Avenue and partners with the NYC Department of Parks & Recreation to enhance and beautify the Queens Plaza Greenway and Dutch Kills Green.

125 Snowflake lights **3** Skyline hanger lights
90 Lamp post flower baskets **10,000** Tulip bulbs planted

Sanitation

The BID contracts with Streetplus to provide supplemental on-street services such as sidewalk sweeping, bagging trash, monthly graffiti removal and snow and ice shoveling in the winter months. Throughout COVID-19 our sanitation team has expanded its cleaning efforts to thoroughly clean off all on-street furniture, open surfaces including but not limited to, benches, parking meters, and trash receptacles. Equipped with disposable sanitary gloves and face masks at all times, they have been crucial in keeping the community as clean and safe as possible.

14,000+ Hours cleaning **20,000+** Trash bags filled
140+ Removed graffiti incidences **24,000+** Surfaces cleaned

Safe & Supportive

Through the year we have engaged with both of NYPD's 108th and 114th Precincts, and other NYPD leaders, to discuss crime issues and strategies on how to work in partnership to create a safer neighborhood. This included frequent roundtable meetings with local businesses, community members and property owners to discuss community events and safety tips. We have continued regular district walkthroughs with Breaking Ground, the city-designated homeless outreach organization, and the Department of Homeless Services and Department of Mental Health and Hygiene to help connect those in need to resources and support.

100 311 reports filed **17** Weather advisories / safety alerts

Community

This year we hosted two annual **community-wide volunteer days**: a Fall community planting day of tulip bulbs throughout the neighborhood and a Spring begonia planting day with local community members and employees from the VOREA Group. Thank you to everyone who came out to help beautify our district!

This year we started an exciting initiative, the **LIC Community Gift Card**, a digital gift card that keeps local dollars local, and can be used at any of the 60+ businesses in the neighborhood that opt in to participate.



Join our new texting service! Receive important updates on the neighborhood. Text LIC BID to (929) 269-8848.

Business Assistance & LIC Industrial Business Zone

Since our founding in 1979, we have provided one-on-one assistance to businesses in the greater LIC area on a wide variety of issues, including: financing and incentives, real estate, operational issues, energy savings, staff training, and more. We also manage the **LIC Industrial Business Zone (LICIBZ)**, established in 2006 by the City to protect existing manufacturing districts and encourage industrial growth citywide. In addition, we are working with a group of businesses and stakeholders to address and improve the operational challenges of the IBZ area south and east of Sunnyside Yard.



LIC Industrial Business Zone (LICIBZ) Map

This year, our team continues to act as a lead source of support for businesses applying to the different federal, state and city level pandemic relief programs, as well as grant assistance from private sources. To date in 2021, we have helped **24 businesses** successfully apply for financing assistance totaling **\$5.6 million**.

Special thank you to Assemblywoman Cathy Nolan for funding the Space Bank and Council Member Jimmy Van Bramer for supporting the IBSP program.



LIC Partnership visits GSB Digital with SBS Commissioner Jonnel Doris and Deputy Queens BP Rhonda Binda following Hurricane Ida

Local Business Statistics

	Total Business	Total Number of Employees
Industrial	1,978	30,563
Commercial	2,661	24,965
Retail	2,295	23,268
Total	6,937	78,796

Marketing

This year our marketing efforts centralized around supporting our local businesses and our community through the COVID-19 pandemic, as well as continuing to promote the neighborhood by enhancing our communications channels. Our small retailers are the heart of LIC and have been hit hard by COVID-19. Increased focus on LIC Local, Shop Small initiatives, and an upcoming public art activation seek to encourage shopping local and supporting LIC’s unique retail offerings.

Newsletter

The weekly e-newsletter continues to be the preeminent source for all things LIC, highlighting cultural activities, major developments, ways for small businesses to flourish and LICP’s community involvement. Make sure to subscribe at **LICQNS.com/news**

Social Media

Make sure to follow us on Instagram and Twitter for up-to-the minute updates about our community—from government updates to the latest restaurant openings.

LICQNS.com

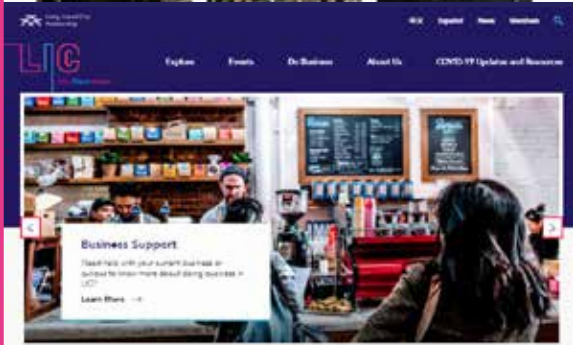
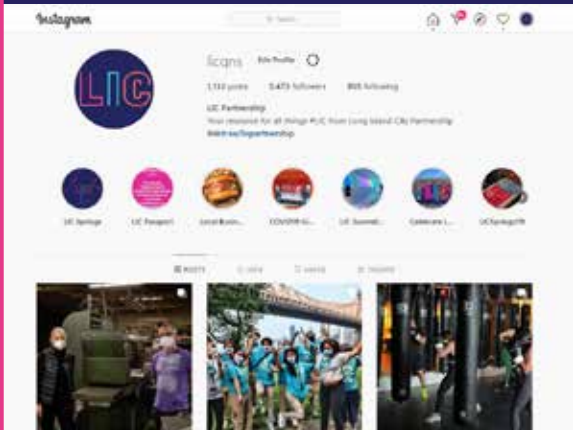
Our website features the best of what’s in and happening in the community, and information on all the ways we can help businesses of all sizes. Make sure to bookmark us!

Welcome Back to LIC!

LICP produces materials and incentives that foster excitement for employees and tenants to come back to LIC. Offers range from the LIC Community Gift Card to customizable rewards cards and brochures. More info at **LICQNS.com/marketing**

Community Light Pole Banners

We have restored our community banners, bringing a welcoming and lively feeling to the community’s major corridors. Contact Sierra Brown at **sbrown@licpartnership.org** for sponsorship information.



Events

LICP hosts events year-round to connect and build a stronger and closer-knit LIC community, educate and promote businesses, and support our partners. We hosted a myriad of virtual events to meet the needs of our community during the Covid-19 pandemic. We also continued in the tradition of hosting our successful Real Estate Breakfast (virtually), and held our first in-person festival in June—a reimagined take on our annual LIC Springs! festival.

Virtual Events

In light of COVID-19, we pivoted to offering **7 webinars**, including two virtual employment law training sessions with Farrell Fritz covering COVID and The Workplace and New York State Paid Family Leave.

Annual Real Estate Breakfast

For a second year, we reproduced what would have been an in-person event and showcased current projects from real estate leaders across our uniquely mixed-use neighborhood, attracting **200+ attendees**.

LIC Springs to Summer!

We successfully hosted this year's LIC Springs to Summer! community celebration as a reimagined week-long festival featuring over **100 participating local businesses** and organizations along with **130+ total offerings**. Our participant list ranged from restaurants, breweries, cultural institutions, health & fitness, retail and non-profits. We distributed over **3,000 LIC Passports** to the community through multiple pick-up hubs and distribution events leading up to and during the week of the event.

500+ Virtual attendees

100+ Businesses featured in Springs to Summer! Festival



Long Island City
Partnership

Thank You to Our
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For more information and event photos, check us out on
Facebook @LICPartnership and Instagram @licqns



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“IT’S TIME TO TAKE CARE OF OUR PLANET.”



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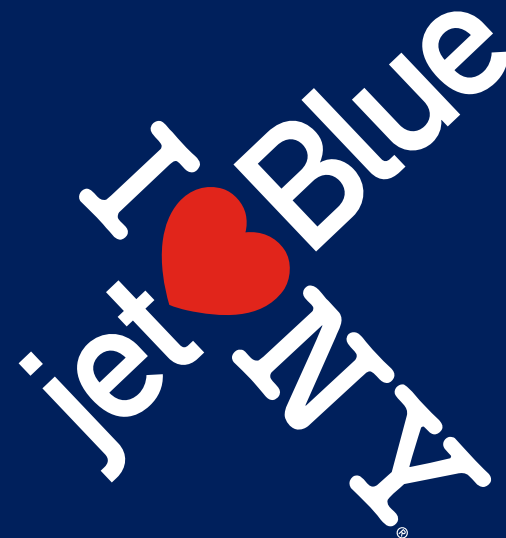
**Long Island
City Partnership
Awards Gala**



Everything
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JetBlue is proud to sponsor
the Long Island City Partnership's
32nd Annual Award Gala.



DEVELOPMENT PROJECTS

NOVA

41-O5 29th Street, LIC



Condominium

A collection of 86 unique homes, housed within a significant piece of architecture with carefully crafted interiors.

CORE23

41-21 23rd Street, LIC



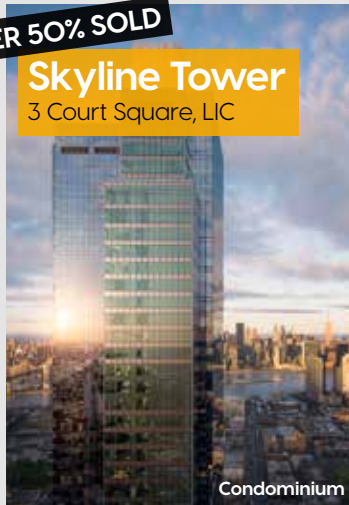
Condominium

This singular 29 unit condominium residence is a luxurious destination in a distinctive neighborhood. You'll enjoy unparalleled comfort in these stylish apartments that rise 9 stories above the lively streets below.

OVER 50% SOLD

Skyline Tower

3 Court Square, LIC



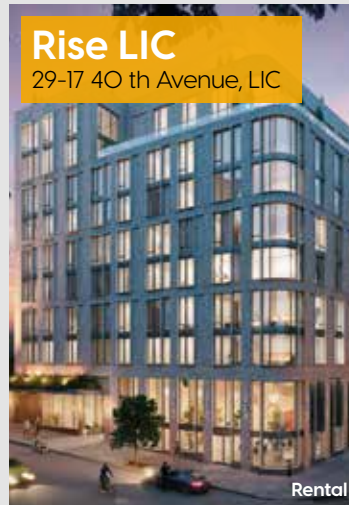
Condominium

Achieve an elevated life that transcends altitude: Skyline Tower, the tallest condominium tower in Long Island City and all of Queens, rises 67 stories, offering striking 360-degree panoramic views of Manhattan.

In this boutique building, unique, organic materials come together with stunning finishings to create a coveted place to live, enhanced by amenities that support your on-the-go lifestyle.

Rise LIC

29-17 40th Avenue, LIC



Rental

55 JORDAN

55 Jordan Ave, JC



Rental

55 Jordan is a brand new 267-unit rental residence in Jersey City. Located in McGinley Square, the micro-hood within Journal Square that is affectionately known as the "heart" of Jersey City, 55 Jordan is a building as versatile as your lifestyle.

The Riverview

580 Palisade Avenue, JC



Condominium

Comprised of 2-3 bedroom state-of-the-art luxury homes, The Riverview is situated in Jersey City's Riverview Arts District, on top of the Hudson Palisade's cliff, overlooking the river and NYC just beyond.

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OUT OUR COMMUNITY WHEN
WE NEED IT MOST!

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THE FORGE

Credit: FXCollaborative



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Let's Talk.

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SVP, New York Market President
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john.mast@peoples.com

We are so proud to be
members of this great
community!

We are constantly
impressed and inspired by
the organizations in LIC
and are humbled by this
honor.

Thank you!

The Kirby, Pfohl, & Quigley
Families and all of us at
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110 WILLIAM STREET



521 FIFTH AVENUE

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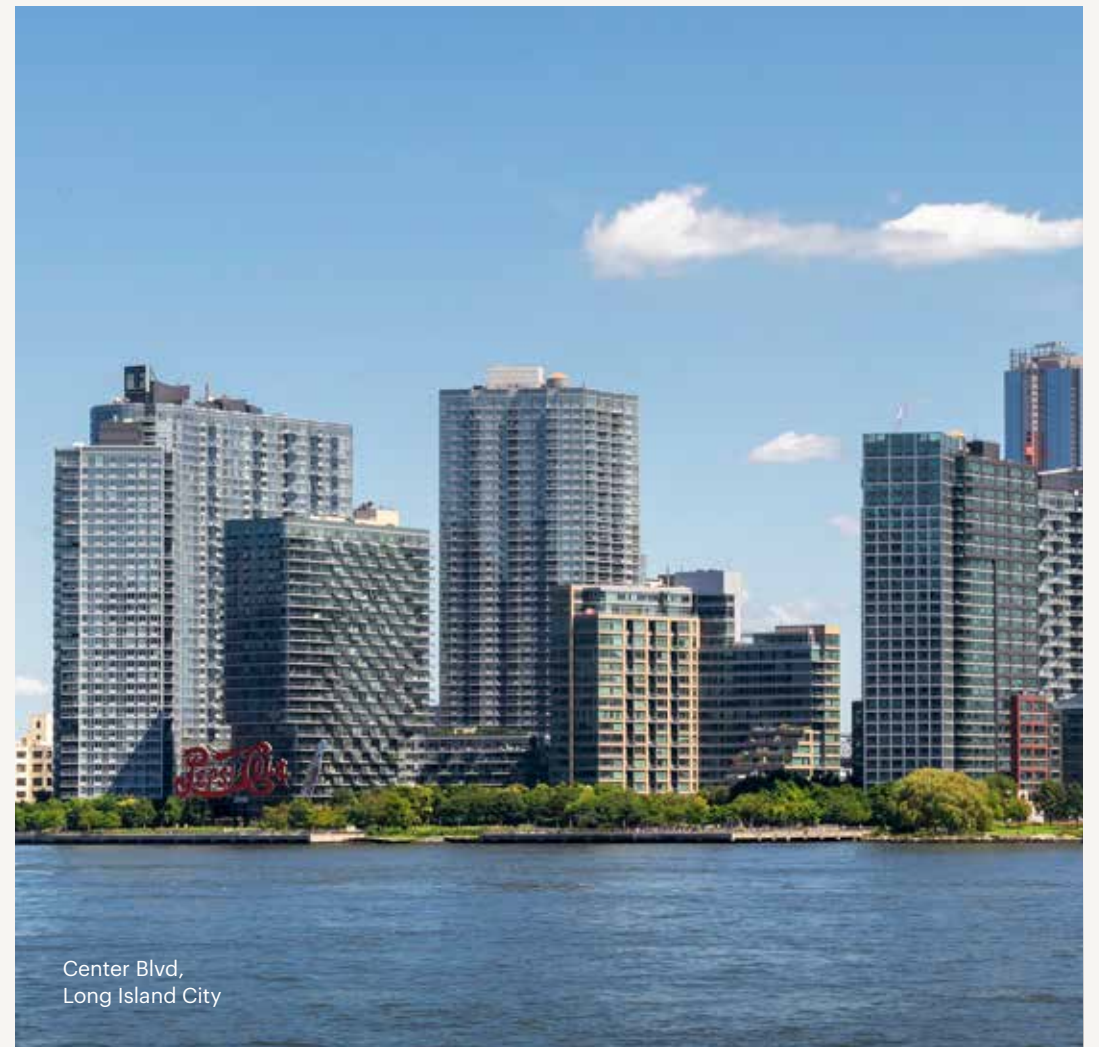
LICP Annual Awards Gala

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The Floating Hospital | Plaxall

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As long-time members of the Long Island City community, we are proud to support the LIC Partnership. We thank Liz Lusskin and her team for all of their efforts helping to make LIC what it is today and what it will be in the future.

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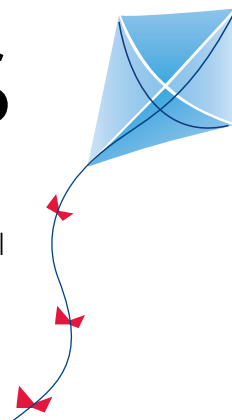


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THE POWER TO inspire others

Bank of America is proud to support Long Island City Partnership. Congratulations to Plaxall and The Floating Hospital on your well-deserved recognition.



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We get it done

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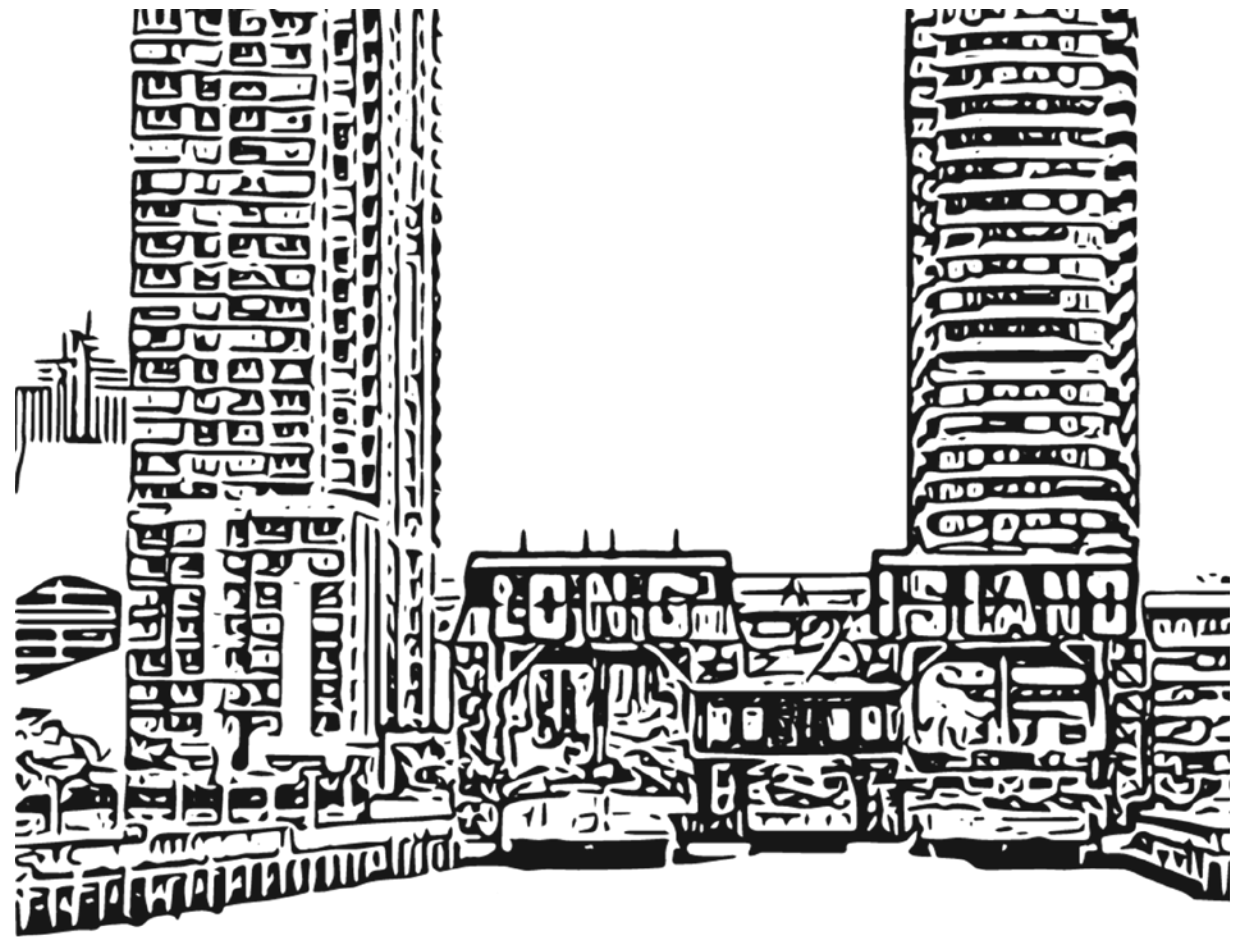
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