

Essential Neighborhood

SPRING/SUMMER 2020



Long Island City
Partnership

Our most recent Neighborhood Snapshot provided a look back at the last decade in LIC. Today, the COVID-19 crisis has changed the world in unforeseen ways. Despite the challenges, LIC is a resilient community. This supplemental report provides a glance at just some of the LIC community's response and shows the strength of our neighborhood as we face recovery. Find more research and up-to date information at the newly redesigned licqns.com.

Responding

Businesses Make a Difference

LIC is fortunate to be home to Mt. Sinai Queens and many First Responders on the frontlines. Our business community stepped up to support the frontline this spring. From advanced manufacturing to award-winning dining, LIC's diverse business community pivoted quickly to provide innovative supplies, hot meals, and support to healthcare heroes, essential workers, and those in need. Here are just a few examples:

CREATING

★ **Boyce Technologies** created a smaller, less expensive bridge-ventilator to free up more expensive ventilators for the most critically ill COVID-19 patients.

★ **3DBio** produced respirators and full-scale ventilators for medical use.

★ **Plaxall, Inc.** manufactured plastic face shields for healthcare workers and provided space for LIC Relief food distribution efforts.

GIVING BACK

★ **JetBlue Healthcare Heroes** campaign honored 100,000 healthcare workers with free roundtrip flight certificates.

★ **Estée Lauder** donated \$2 million to Doctors Without Borders and \$3.2 million to support frontline response work worldwide and its factories produced hand sanitizer.

★ Many local businesses participated in relief efforts through **Fuel the Frontlines**, **LIC Relief**, and **Queens Together**.

FEEDING

★ **Neuman's Kitchen** provides meals to healthcare workers and NYCHA residents.

★ **Bartleby & Sage** worked with Migrant Kitchen and City Harvest to bring 1,000 free meals a day to hospital workers and their families.

★ **Coffee Project NY** served 100 cups of coffee each day to frontline healthcare workers.

★ **Juice Press** delivered healthy shakes, juices, and snacks for healthcare workers at over 50 hospitals.

A Community of Support

Long-time neighborhood non-profits and grassroots community efforts also jumped into action to serve LIC this spring. Non-profit organizations and relief groups include: ACE Programs for the Homeless, City Harvest, CultureLab LIC, Fuel the Frontlines, Hour Children, Hunters Point Parks Conservancy, Jacob A. Riis Neighborhood Settlement, LIC Relief, NYC Kids Rise, Queens Community House, Queens Together, Sunnyside Community Services, Urban Upbound, and more. To learn more, get involved, and give to these diverse programs visit licqns.com/COVID19Support

Long Island City Partnership Assists

As New York went from busy to paused to slowly reopening, LICP remained active in our community. Our work this spring/summer by the numbers:

✈ We've contacted **680+ individual businesses** for our online Open Business Map to check in on their current operating status and hours. **530+ businesses** are open with modified operations.

✈ Our Business Assistance team **helped 70+ businesses** apply to loan and relief programs.

✈ We've hosted **10+ webinars** on topics including Grants & Loans, Workplace Reopening, and NYC's Open Streets Program.

✈ We've distributed **70,000+ masks to 200+ businesses**.

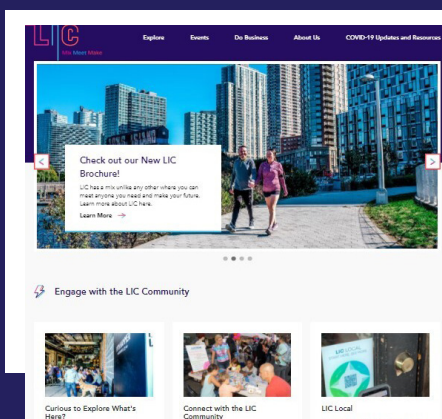
✈ **LIC Local**, our neighborhood smart signage system and mobile website, offers the most up-to-date information on modified business hours, open dining, and virtual events. Open your phone camera to scan one of **150+** signs in the neighborhood.

✈ Our new **Member Portal** allows LICP Members to edit their own contact and business listings, access a downloadable Member Directory with **over 500 contacts**, and customize Maps & Data representing hundreds of data entries. Visit licqns.com/memberportal

✈ We deployed **40 Support Local LIC banners** in the area and **30 A-frame signs** in the LIC BID.

The NEW LICQNS.com!

Visit the newly designed licqns.com to find a brand new LIC Brochure, explore the LIC Life Sciences Portal, and get the most up-to-date information on the neighborhood.



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[LICQNS.com](https://licqns.com)

Reopening

Business & Industry in LIC

LIC is home to 6,800 businesses with 127,000 employees. Businesses both large and small in LIC received loans through the Small Business Administration's Payroll Protection Program (PPP), though more financial assistance is urgently needed. The diversity of industry, business size and type makes LIC well-positioned for economic recovery.

In the LIC Core (Zip Codes 11101, 11106, and 11109):

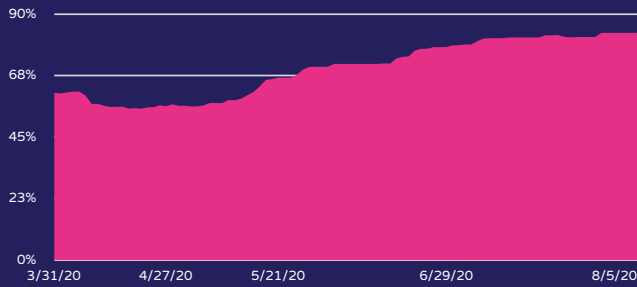
 **2,897 PPP Loans** received, retaining **30,000+ Jobs**

 **78% of loans were under \$150,000**, supporting a broad mix of businesses

Retail, Dining, Neighborhood Services

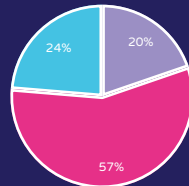
On April 7th, open LIC businesses hit a low, with 60% of the contacted retail businesses in the area open. By July 16, over 80% of contacted LIC businesses were open in some capacity.

Percent of Listed LIC Businesses Open



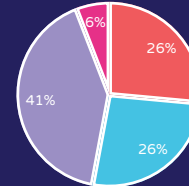
Offices and Employers

LICP surveyed neighborhood employers on their operations during the COVID-19 pandemic as of 8/31/20.



Business Status
n=152

- Open, full capacity
- Closed
- Open, limited capacity



Business Operations
n=34

- Onsite
- Closed
- Remotely
- Combination of both



Woodbines



Barre3LIC

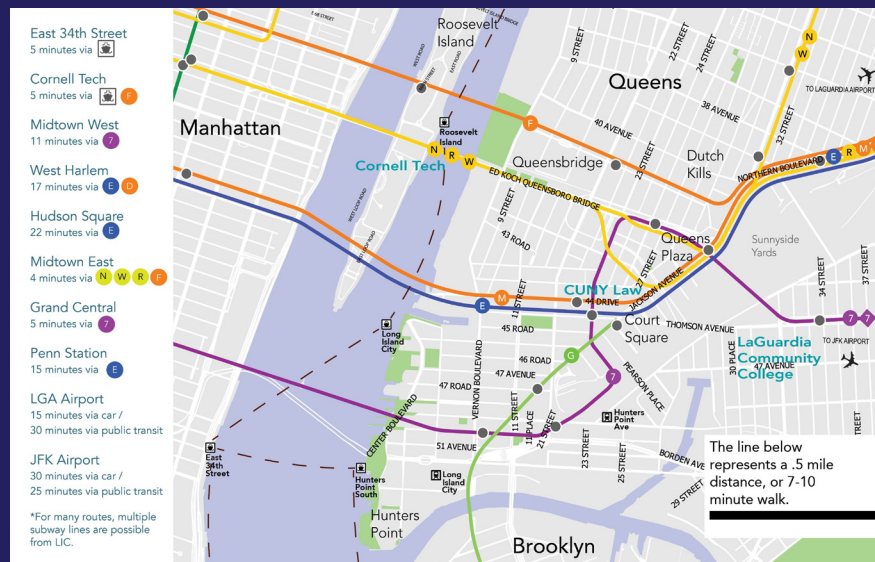
Rebuilding

Transportation

Now more than ever, employees want to live close to where they work and employers want spaces accessible to a large workforce. LIC offers both: a live-work community allowing walk-to-work commutes, and access to **74 Citi Bike stations, 15 bus lines, 8 subway lines, 4 bridges, 3 ferry landings, and 2 regional rail stations.**

Make LIC Count!

Getting LIC residents counted in the Census this year means more money for hospitals, schools, infrastructure, and other essential programs. Encourage everyone you know to take the Census—it's quick, easy, confidential, and online at **2020census.gov**



More than ever, LIC is where you want to be.



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