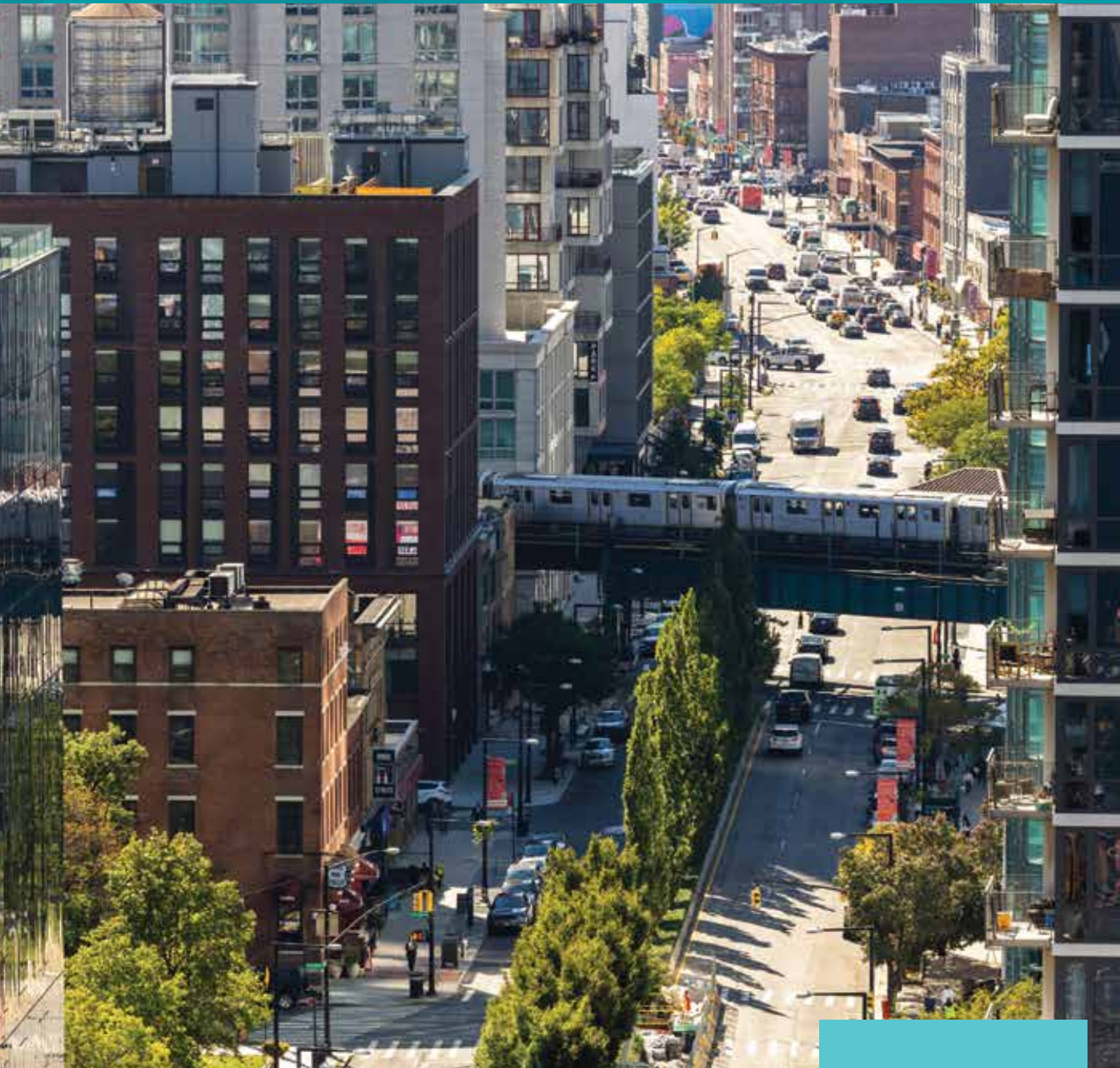




# Long Island City Partnership



# ANNUAL REPORT 2022

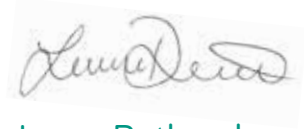
# Dear Members & Friends:

While welcoming new leadership, LIC Partnership remains true to its core values of aiding our local businesses, members, and stakeholders through a variety of services and opportunities. The neighborhood shows continual resilience. LIC’s designation as one of the city and country’s preeminent mixed-use communities underpins this durability.

Long Island City has evolved into a future-focused live-work-play-create and innovate community. Throughout this report, you will discover how the accomplishments and activities of our core departments—Community Development, Business Assistance, Events, Marketing, and via the LIC Business Improvement District—support the neighborhood. Our team, members, directors, corporate sponsors, and elected officials are what make this work possible—inspired and advanced by the people of Long Island City.

Keep up with our work by regularly checking out our resource-packed website [licqns.com](http://licqns.com), and stay in touch by signing up for our e-newsletter, reaching out for business assistance, attending events, and becoming a member.

Sincerely,



Laura Rothrock  
Executive Director



Patricia Dunphy  
Chair

## Thank You to Our Elected Officials for Their Pivotal Support

Governor Kathy Hochul

Mayor Eric Adams

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 Julie Won

# Thank You to Our Annual Sponsors

## Premiere Sponsors



## Platinum Sponsors



## Gold Sponsors







# 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, science and technology, cultural, tourism, and residential sectors. The goal is to attract new businesses to LIC, retain those already here, engage residents and visitors, and promote a 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.

## Long Island City Business Improvement District

The Long Island City Business Improvement District (LIC BID) serves a diverse and growing community. Created in 2005, the original LIC BID encompassed the commercial corridors along Queens Plaza and Jackson Avenue to Court Square. In 2017, the BID expanded to include the commercial corridors continuing along Jackson Avenue, Vernon Boulevard, and 44th Drive, with a service area that now spans 5.24 miles. Managed by the Long Island City Partnership, the BID provides supplementary sanitation and visitor services within the District, and carries out community development, marketing, and beautification initiatives that benefit the neighborhood.



# Business Assistance

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, and staff training.

We also manage the LIC Industrial Business Zone (IBZ), established in 2006 by New York City, to protect existing manufacturing districts and encourage industrial growth citywide. Our IBZ working group, composed of IBZ-area businesses and stakeholders, works to address and improve the operational challenges of the IBZ area south and east of the Sunnyside Yard.

This year, our team acted as a lead source of support for businesses impacted by the lasting challenges of the pandemic. To date in 2022, we have helped 75 businesses—including 40 minority-owned and 23 women-owned—resolve their issues.



Larry Zogby, CEO, RDS Same Day Delivery; Alexandra Scuro, SVP, Philanthropic Strategies, Bank of America Private Bank; Charles Yu, Senior Director of Business Assistance, LICP

## Local Business Statistics

	Businesses	Employees
Industrial	2,242	33,181
Commercial	3,345	33,068
Retail	2,219	18,934
Total	7,806	85,183

## Business Assistance in 2022

Case Type	# of Cases
Financing	57
Navigating Government	42
Real Estate Assistance	9
Street	102
Workforce	3
Connection / Referral	12
Business Planning	4
Information Inquiry	8
Marketing	3
Total	240

## IBZ Area Improvements

In addition to direct business assistance, Long Island City Partnership has continued to advocate to improve the streetscape to better serve businesses operating in the IBZ. Our work brings functional improvements to this area, including cleaner sidewalks and streets, more trash cans, and better lighting. We also partner with local stakeholders to host lively community events.



# Success Stories

## Bark Frameworks

While public programs are available to help NYC manufacturers remain competitive, businesses often have difficulty finding and navigating assistance opportunities on their own. We connected Bark Frameworks, which designs and manufactures custom frames for contemporary and modern art, to ITAC. They successfully applied for grant funding for \$18,000. With the funds, Bark Frameworks was able to purchase new equipment, boost training, and increase productivity.

## Gantry View School

Gantry View School, a kindergarten through eighth grade independent school in the heart of Long Island City, needed a Temporary Certificate of Occupancy (TCO) from the Department of Buildings (DOB) in order to open for the fall semester. The school had difficulty obtaining this certificate; many government agencies have a backlog in requests due to the pandemic. LICP was able to leverage its deep connections with the DOB to help the school and ensure that the fall semester commenced as scheduled.

## DunHuang

City agencies continue to experience delays on business approvals, inspections, and signoffs. DunHuang, an authentic northwestern Chinese restaurant, needed their FDNY application approved to open their new location. We clarified the process and frequently updated the business owners on the status of their application. As a result, a typical six- to seven-week wait was reduced to three.



Runze Yang, Co-Founder, DunHuang; Osagie Afe, Senior Manager of Business Assistance, LICP



Henry Smith, IBZ East Area Manager, LICP; Tom Powell, Director of Business Development, Boyce Technologies



Charles Yu, Senior Director of Business Assistance, LICP; Alvarez Symonette, Chief of Staff, Lady M Confections Co., Ltd.; Ebony Young, Deputy Queens Borough President; Jonathan Imperial Chief of Staff, Deputy Borough President Ebony Young

# Business Improvement District

Managed by the Long Island City Partnership, the LIC BID provides supplementary sanitation and visitor services within the district, while carrying out community development and marketing initiatives that benefit the greater neighborhood.\*

## Beautification

The LIC BID beautifies the neighborhood streetscape year-round through horticulture, winter lighting, public art projects, and more.

Seasonal plantings fill our 90 tree pits all spring and summer, and are illuminated by solar-powered tree pit lights throughout the night. We organized a successful community-wide volunteer day this fall, where local residents and employees gathered to plant tulip bulbs in tree pits throughout the LIC BID. The LIC BID directly maintains the medians along Jackson Avenue as well as the Queens Plaza Greenway and Dutch Kills Green, in partnership with the NYC Department of Parks & Recreation.

## Sanitation

The LIC BID contracts with Streetplus to provide supplemental on-street services such as sweeping sidewalks, bagging trash, sanitizing benches, and shoveling. Our seven-person sanitation team also serves as a great resource for visitors.

While our team performs monthly graffiti removals around the district, we also work with property owners and city agencies to remove larger vandalization incidents.

\* BID fiscal year: July 1, 2021 - June 30, 2022



90

tree pits maintained



16,920

flowers planted

90

lamp post flower baskets

100

tree pit lights

112

snowflake lights

3

skyline lights



14,000+

hours cleaning



100+

trash cans maintained

37,000+

trash bags filled

230+

graffiti removals

34,000+

surfaces cleaned



Safe & Supportive

To keep our district safe, we rely heavily on the NYPD, which includes our Community Partners at the 108th and 114th Precincts. We attend monthly Build the Block and Community Council meetings, and frequently host our own roundtable meetings, to elevate business and property owners’ concerns to senior officials from the precincts and Queens Patrol Borough North.



115

311 reports filed



22

weather and travel advisories / safety alerts

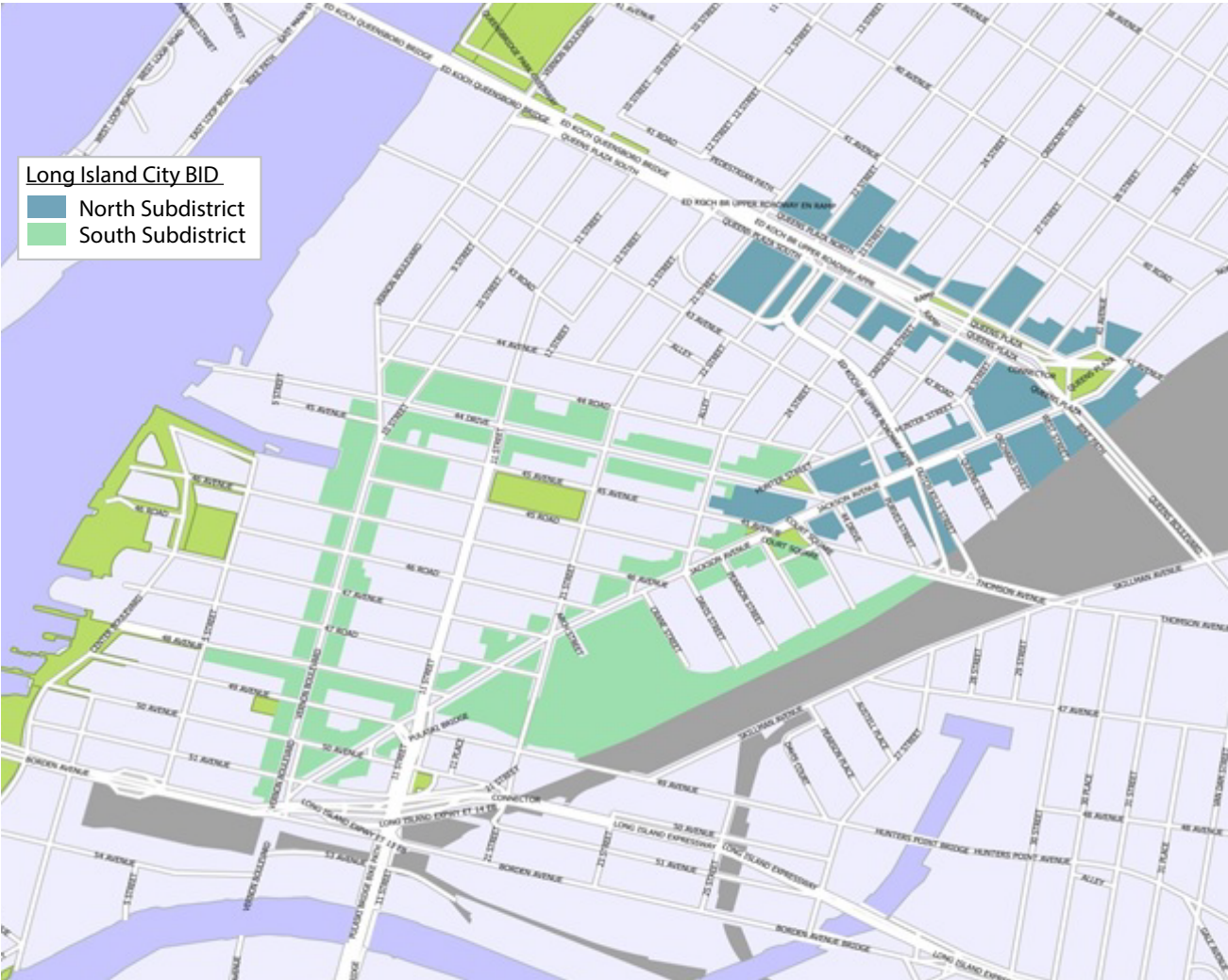
With help from our partners at Breaking Ground, a city-designated homeless outreach organization, and the Department for Homeless Services and Department of Mental Health and Hygiene, we are able to offer assistance, resources, and support to those most in need.

Retail & Community Support

The retail market in Long Island City continues to grow rapidly. Within the last year, 30 new businesses have opened. Throughout the year, we help market, guide, and support our small businesses.

In addition to supporting our retail businesses, we hosted a few volunteer events to engage with local community members and employees. We hosted two annual volunteer events: a fall planting day with local community members, and a spring event with 50 Tishman Speyer employees who removed a major graffiti incident in the neighborhood.

Thank you to everyone who came out to help beautify and clean our district.



# 204

Businesses assisted with permit approvals, access to financing, and payment plans set up with Con Edison

Connected businesses to Alan Goldsher, a film producer who created promotional videos for LIC BID businesses that aired on Channel 7 over the summer

# 12

Businesses participated in sanitation pilot program for cleaner streets

# 96

Businesses participating in LIC Gift Card

# \$24,500+

LIC Gift Cards sold

**Text LICBID to (929) 269-8848**

to join our LIC BID Texting Service and receive alerts, updates, and news from around the district!

# 5,000

Wonderful World of LIC Holiday postcards distributed

# 174

Subscribers to our texting services

Marketed businesses for TFC Shop Local Week + Teachers Appreciation week

## BID Expansion

More businesses, developments, and people are moving into LIC. Local stakeholders have alerted us to the need for expanded services beyond our current BID boundaries, including:

- Beautification / horticulture
- Supplemental sanitation, graffiti removal, and snow shoveling
- District marketing and community events
- Retail support
- Advocacy and support for community initiatives
- Connections to city and state agency support

Two steering committees of local stakeholders formed to analyze the feasibility of expanded BID services: one on the east side of Sunnyside Yards (East Expansion) and one on the west side (West Expansion). The committees finalized the expansion plans and entered into the outreach phase to gather support from a wide array of stakeholders within the expansion boundaries. Once a critical mass of support is reached, the expansion effort will enter a legislative phase.

Learn more at: [licqns.com/BIDexpansion](http://licqns.com/BIDexpansion)









# Events

LICP hosts year-round events to connect and build a strong, close-knit community, educate and promote businesses, and support our partners. Our in-person events in 2022 included the Real Estate Breakfast, LIC Springs, and the LIC Summit. We also added a Lunar New Year celebration, which we look forward to making an annual tradition in LIC.

## LIC Summit

On November 15, more than 300 business and civic leaders gathered at the LIC Summit to discuss the unique qualities that kept LIC resilient through COVID-19, explore the investments in physical and social infrastructure needed to maintain momentum, and learn how LIC can be a model for New York’s economic recovery. Guests enjoyed panel discussions featuring business and civic leaders, such as: Janno Lieber, Chair & CEO, MTA; Laura Rothrock, President, Long Island City Partnership; Ebony Young, Deputy Queens Borough President; Julie Won, NYC Council Member, District 26; Kathryn S. Wylde, President and CEO, Partnership for NYC; Julie Stein, Executive Director of the “New” New York Panel, NYCEDC; Will Carry, Assistant Commissioner for Policy, NYC Department of Transportation; and Carlo Scissura, President & CEO, New York Building Congress.

## Networking Night

Our Summer Networking Night welcomed 156 business and community members at ICONYC Brewing.

## LIC Springs!

LIC Springs! returned to Vernon Boulevard this year on June 18, featuring 110 businesses and organizations from across LIC and offering performances, workshops, fitness classes, outdoor dining, and unique activities for all ages. An estimated 8,000–10,000 people attended the community-wide celebration of all things LIC.







## Annual Real Estate Breakfast

On April 6, the Annual Real Estate Breakfast returned to the beautiful Ravel Hotel. 350+ attendees met, mingled, and learned from neighborhood leaders at this panel event moderated by LIC BID Chairman David Brause and featuring speakers from Eventscape Inc., GFP Real Estate, JetBlue Airways, and No Stress Coffee.

## Career Open House

On April 28, 71 students and job seekers joined four businesses and 18 workforce organization professionals at a career open house, hosted with event partners Jacob A Riis Neighborhood Settlement and Urban Upbound. Job seekers participated in roundtable discussions and learned about the services offered by workforce development organizations.



## Lunar New Year Celebration

The inaugural LIC Lunar New Year Celebration featured promotions and offerings from 65 participating businesses and organizations. LICP distributed 3,000 postcards to LIC residential and commercial buildings and hosted press and influencer events on February 9 featuring art-making activities, a prize wheel, and a photo opportunity with a traditional Lion and Buddha.

## Business Webinars and Seminars

We hosted sessions, both in-person and virtually, for the benefit of our members and local business community, including three LICP Talks Labor and Employment webinars with Farrell Fritz and business roundtables with Bank of America.

***For more information and event photos, follow us on Facebook @LICPartnership and Instagram @licqns***



# Marketing

The Marketing department's core objective is to promote LICP's mission, amplify its various initiatives, and engage stakeholders. In addition to programs and campaigns led by the department, marketing also supports all divisions and focus areas of LICP, aiding membership development, events, graphic design, public relations, communications, content development, growth strategy, website development, social media, partnerships, and more.

## Newsletter

The LIC Update 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. Subscribe at [licqns.com/subscribe](https://licqns.com/subscribe)

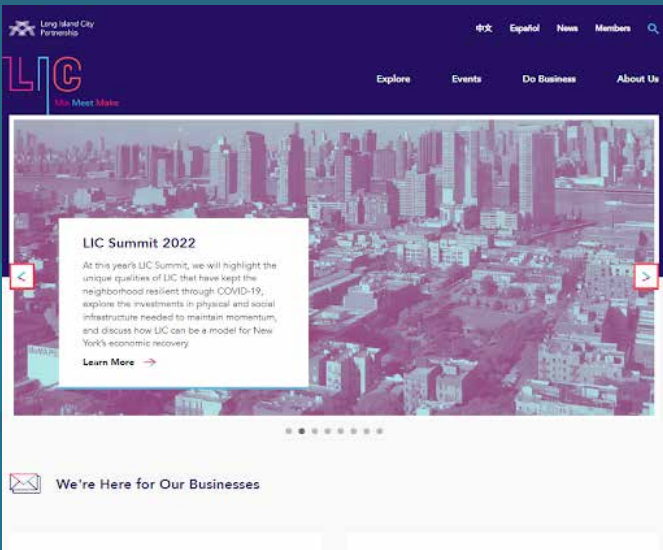
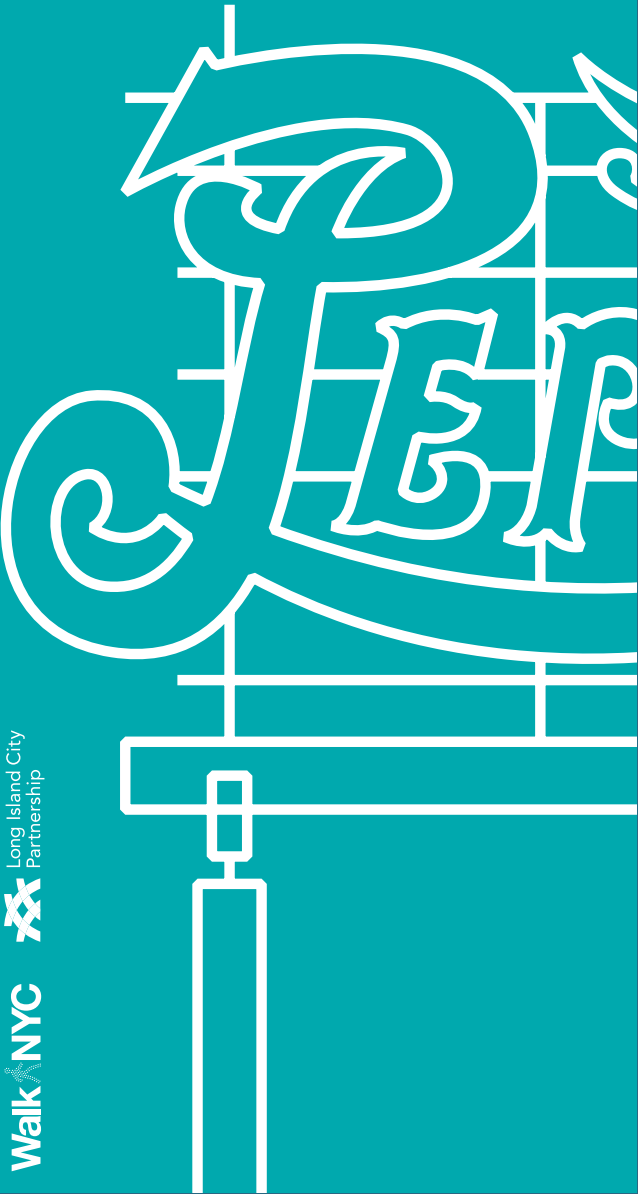


**11,000**  
LICP weekly e-newsletter subscribers  
[licqns.com/subscribe](https://licqns.com/subscribe)

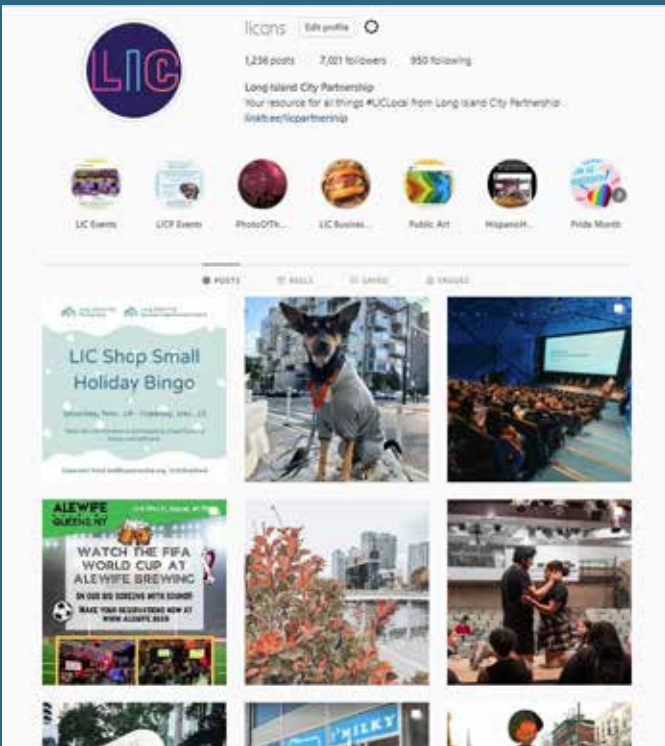
## LICQNS.com

Our website features the best of what's happening around the community, as well as information on ways we can assist businesses. Make sure to bookmark us!

# Long Island City Visitor map & guide







### Social Media

Follow us for up-to-the-minute updates about our community—from government announcements to the latest restaurant openings.



7,000

Instagram followers  
@licqns

4,500

Twitter followers  
@LICPartnership

3,500

Facebook followers  
@LICPartnership

550

LinkedIn followers  
@Long Island City Partnership

### Marketing Materials

LICP’s materials and incentives create excitement for employees and tenants to return to or remain in LIC. Keep your dollars local by supporting the LIC Community Gift Card and navigate the neighborhood with one of our maps or brochures. More info at [licqns.com/marketing](http://licqns.com/marketing)

### Community Street Pole Banners

Our community street pole banners add a welcoming and lively personality to the neighborhood’s major corridors. Visit [licqns.com/marketing](http://licqns.com/marketing) for sponsorship information.

# Community Development

## Comprehensive Plan

Guided by the findings of the 2016 LIC Comprehensive Plan, LICP builds 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. 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, play, and create here.

## Public Art in LIC

LIC Arts Connection, our public art program, is an innovative, multi-site community arts initiative that builds non-traditional partnerships between public and private property owners, local businesses, employees, students, residents, and artists. The goal is to connect LIC’s community, both on foot and socially, through access to arts and culture. It creates intersections within LIC’s vibrant mixed-use community.

Building upon the success of two recent mural installations on construction fences along Jackson Avenue, LICP is seeking artists, property owners, and others who are interested in producing public art in LIC. Learn more about recent projects and partnership opportunities at [licqns.com/publicart](http://licqns.com/publicart)

## LIC Local

Since its launch in 2019, our smart wayfinding system, LIC Local, has captured more than 4,500 unique QR code scans and 41,000 mobile web page views. With 200 signs deployed throughout LIC, we connect with thousands of people and share up-to-date information on local businesses, upcoming events, art installations, and more.

## Retail Portal

We also created a Retail Portal to share resources with shoppers, current and prospective retailers, and property owners and brokers in the neighborhood. Visit [licqns.com/retail](http://licqns.com/retail)



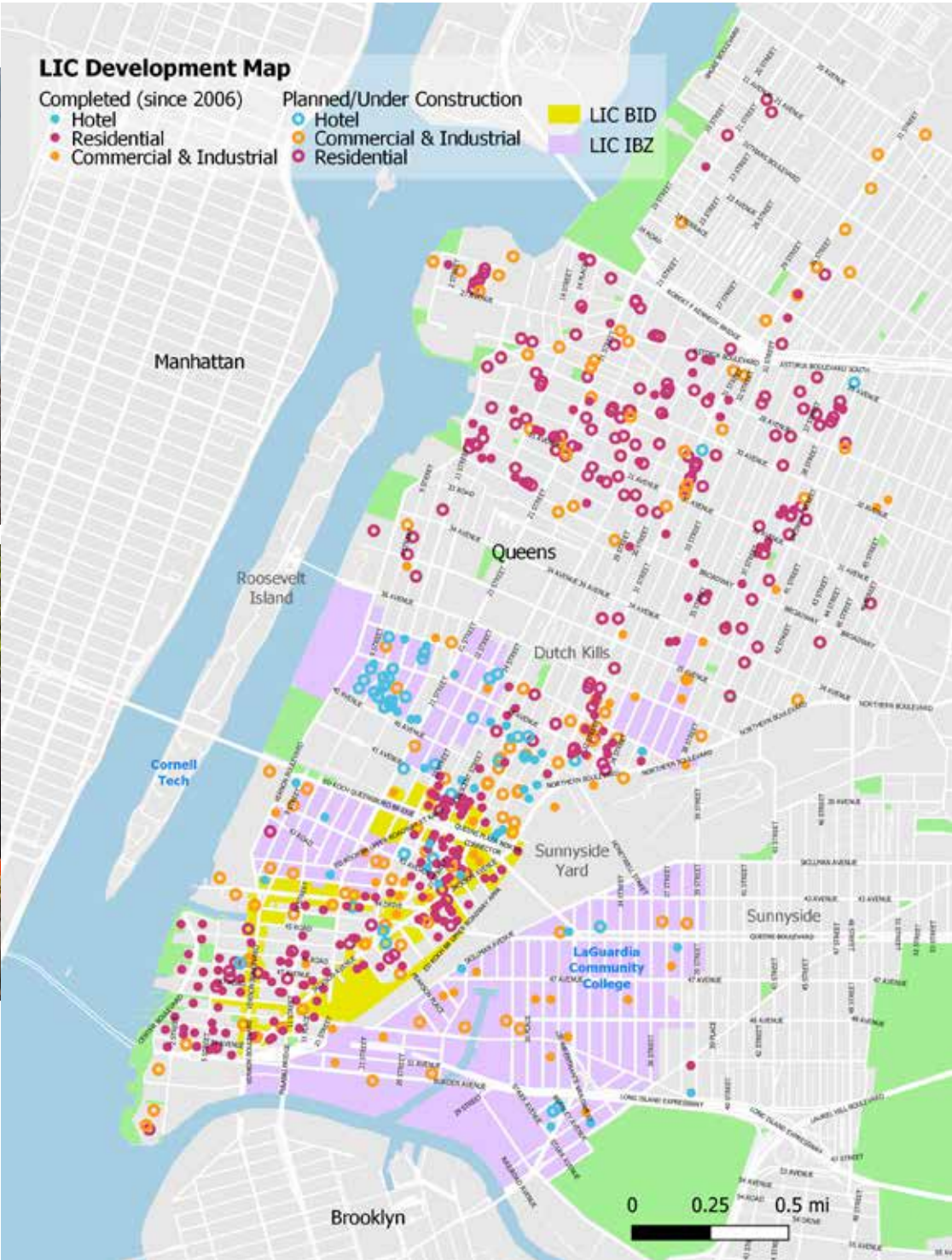


# Life Sciences Portal

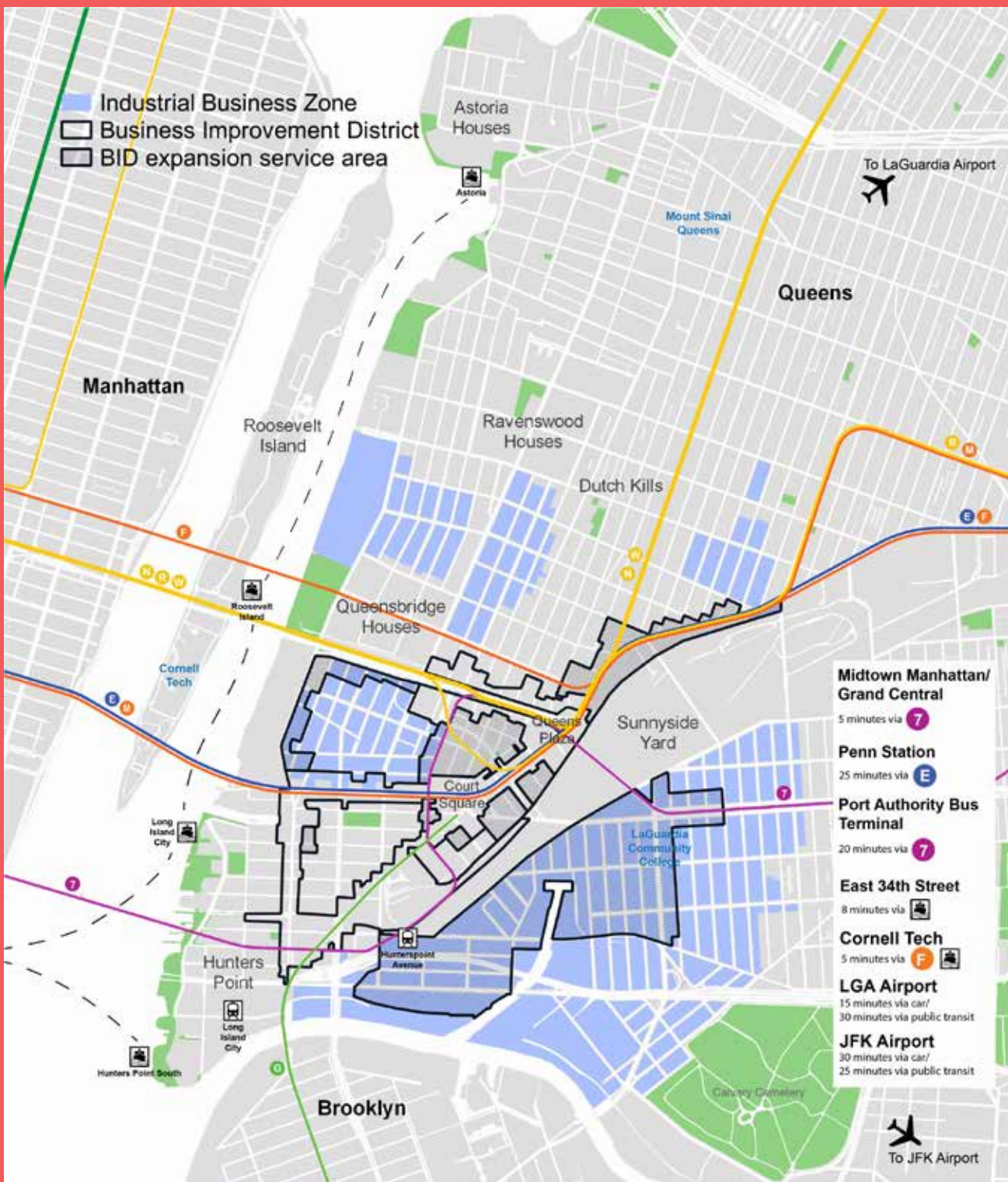
To support LIC’s growing Life Science cluster, we launched a Life Sciences Portal, a one-stop shop that shares resources, news, upcoming events, and key downloadable information on the neighborhood. It builds on the work of our 2018 Life Sciences Feasibility Study. In 2022, we published the LICP Life Sciences brochure. Learn more at [licqns.com/lifesciences](http://licqns.com/lifesciences)

## Data

Long Island City has been one of the fastest growing neighborhoods in the city, at the geographic center of NYC, just a few minutes from Midtown Manhattan. As one of the largest manufacturing centers in New York State, LIC boasts more than 7,900 businesses with over 106,000 employees. It is one of NYC’s most important Central Business Districts (CBD). Find our Spring and Fall 2022 Neighborhood Snapshots and learn more about economic, demographic, and development trends in LIC at [licqns.com/data](http://licqns.com/data)







# About Long Island City

Long Island City is a uniquely mixed-use neighborhood. Diversity and community have helped the neighborhood weather the pandemic and positioned it for a strong and equitable recovery.

## 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.

## Connectivity & Transit

Sitting at the geographic heart of New York City, LIC’s central location and unparalleled accessibility provide fast and easy transit options to the five boroughs, as well as to surrounding suburbs and airports.

## 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.

## Employers in LIC

3DBio; Altice USA; Amy’s Bread; Boyce Technologies Inc.; Centene; DeppGlass; Doughnut Plant; Estée Lauder; JetBlue; Kaufman Astoria Studios; Lady M Confections; Lyft; Bloomingdales; MANA Products; Mount Sinai Queens; Murray’s Cheese; Nouveau Elevator; Pandemic Response Lab by Opentrons; Rise, Light & Power; Silvercup Studios; TEI Group; Uber; VaynerMedia; The Wirecutter; and many more.



300+

Food & Drink  
Destinations



50+

Shopping Destinations,  
over 90% of which are  
locally owned



50+

K-12 Schools, including 40  
public elementary, middle, and  
high schools, plus 11 private  
and charter schools



40+

Arts & Cultural Organizations,  
comprising 375K+ sq. ft.  
of museums, galleries, and  
performing arts spaces

40+

Health & Fitness Options,  
including rock climbing, yoga,  
and martial arts

30+

Parks, Playgrounds, and  
Community Gardens across 72+  
acres of green spaces

15+

Major Nonprofits and  
Community Organizations

109K+

Residents

93K+

Workers

25K+

Higher Education Students

7.9K+

Businesses

Sources: US Census Bureau, 2020 Decennial Census; LaGuardia Community College,  
CUNY Law, and Cornell Tech enrollment figures for 2021



145+ CitiBike Stations  
15 bus routes  
8 subway lines

5 interboro crossing  
3 NYC Ferry landings  
2 LIRR stations

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