



# SUMMIT

 Long Island City  
Partnership

## LIC: Inspiring Innovation

November 19, 2019



@LICPartnership



@LICQNS

#LICSummit



**On behalf of the Long Island City Partnership, and our co-hosts Modern Spaces and the Queens Courier, we welcome you to the sixth annual LIC Summit, LIC: Inspiring Innovation.**

Fresh, inventive, original—these are all words that continue to define LIC, even as it evolves into a new and unique kind of neighborhood. LIC has been a historic home for industry and innovation. Today, LIC has also become a highly attractive live-work-recreate talent hub, broadening the range of industries that are looking to make LIC their home. At the same time, LaGuardia Community College and Cornell Tech are creating additional innovative company pipelines that will look to LIC for space and support.

This year's Summit will explore how LIC is paving the way for innovative leaders in the fields of co-living and co-working, entrepreneurship, life science, and mobility thanks in part to all that LIC has to offer. We have curated distinguished panels of thought leaders from across the borough, city and state to discuss our community's current and future landscape.

Long Island City is an authentic, creative, transit rich live-work-innovate community directly across

from midtown Manhattan. You'll find everything here – from industrial, tech, life sciences, film and television, creative office, design, culinary, and Fortune 500 companies; to genuine connections for entrepreneurs and residents; and inspiring creativity in its cultural institutions and artists. Together they make LIC the ultimate mixed-use hub that fuels the productivity of the fastest growing neighborhood in the country.

We wish to thank all of our elected officials, sponsors, partners, and civic and business leaders who have together driven the monumental change in LIC. We also thank our stellar Summit Planning Committee and Board for helping us put together such a high quality program, and the Museum of the Moving Image for hosting us.

Thank you for attending today and being part of the conversation. We hope that you will participate actively both today and beyond.



Elizabeth Lusskin  
President



Patricia Dunphy  
Chair

**Thank you to all our Elected Officials for their continued support.**

Governor Andrew M. Cuomo  
Lieutenant Governor Kathy Hochul  
Mayor Bill de Blasio

US Senator Charles E. Schumer

US Senator Kirsten Gillibrand



US Congresswoman  
Carolyn B. Maloney



New York State Senator  
Michael Gianaris



New York State Assemblywoman  
Catherine Nolan



Queens Borough President  
Melinda Katz



New York City Council Member  
Jimmy Van Bramer



# LIC Summit is hosted by



Long Island City Partnership's mission is to advocate for economic development that benefits Long Island City's industrial, commercial, cultural, and residential sectors. The goal is to attract new businesses to LIC, retain those already here, welcome new residents and visitors, and promote a vibrant and authentic mixed-use community. The LIC Partnership operates the Long Island City Business Improvement District and the LIC Industrial Business Zone, among other programs.

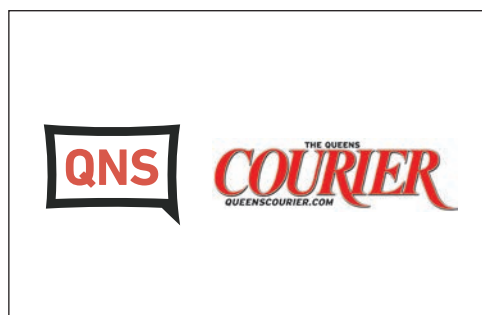
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## Event Co-Hosts



Modern Spaces was founded in 2008 with the goal of creating a new kind of real estate company — one that is rooted in its local neighborhood, promotes the common good, champions the local arts, and nurtures the economic and cultural development of the area. We believed then, and were quick to prove, that when those efforts of support come together, they benefit all involved. Since opening our first office in Long Island City, we have revitalized the area and continue to advance our philosophy in emerging neighborhoods.

Every office includes a specialized sales team of fully integrated neighborhood dwellers ready to incorporate their inherent local intel with a successful, customized marketing plan. Beyond research, data, and metrics, there are certain intangibles that Modern Spaces has become known for. What we offer transcends real estate transactions. We provide a neighborhood lifestyle and the integrated sense of community within it. The future is Modern Spaces, and we are well positioned to be at the helm of growth and expansion throughout Queens and all of New York City. Learn more at [modernspacesnyc.com](http://modernspacesnyc.com).



Schneps Media is an innovative local media company dedicated to being the leader in informing, entertaining and advocating for the communities we serve with original high quality content across multiple channels that can be utilized by advertisers to achieve and exceed their marketing objectives.

Schneps Media is the leading local media company serving New York City, Westchester and Long Island. Our award-winning content reaches over 2 million readers per week across the largest group of community and daily newspapers, magazines, websites, email newsletters, social media channels and targeted business and community events as well as festivals.

Our media outlets in Queens include The Queens Courier, TimesLedger, QNS.com, amNewYork, LIC Magazine, BORO Magazine, El Correo, Caribbean Life, Queens Family and many others.



# Thank you to our Sponsors and Partners

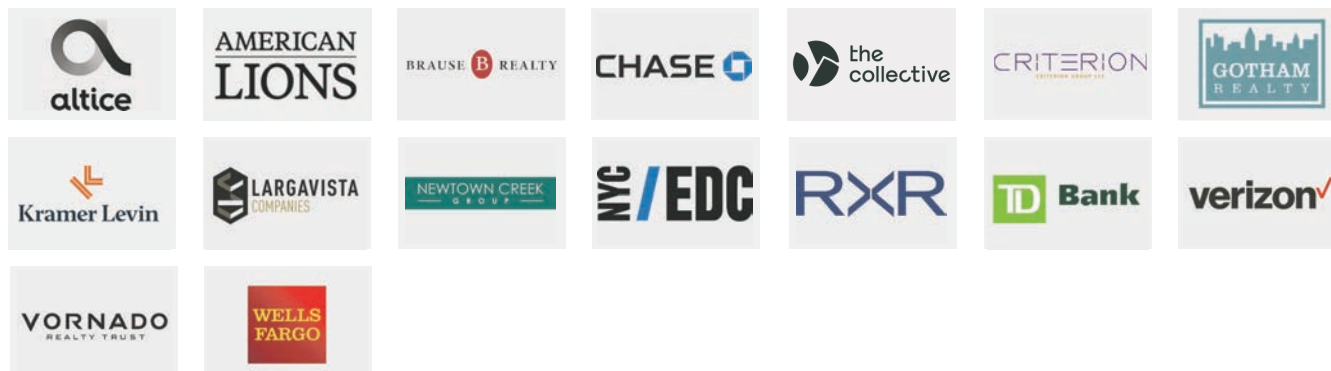
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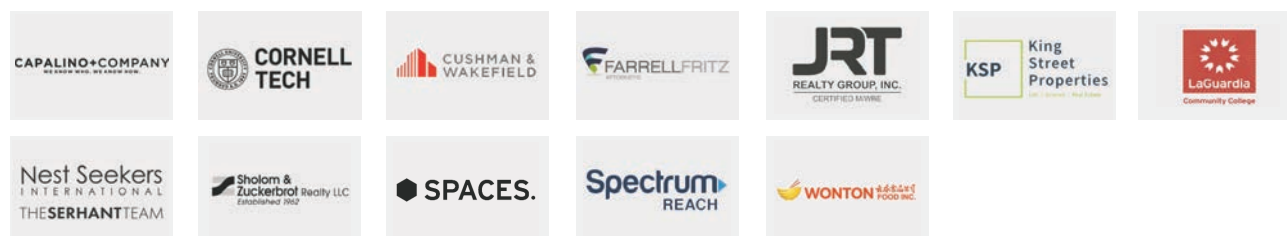
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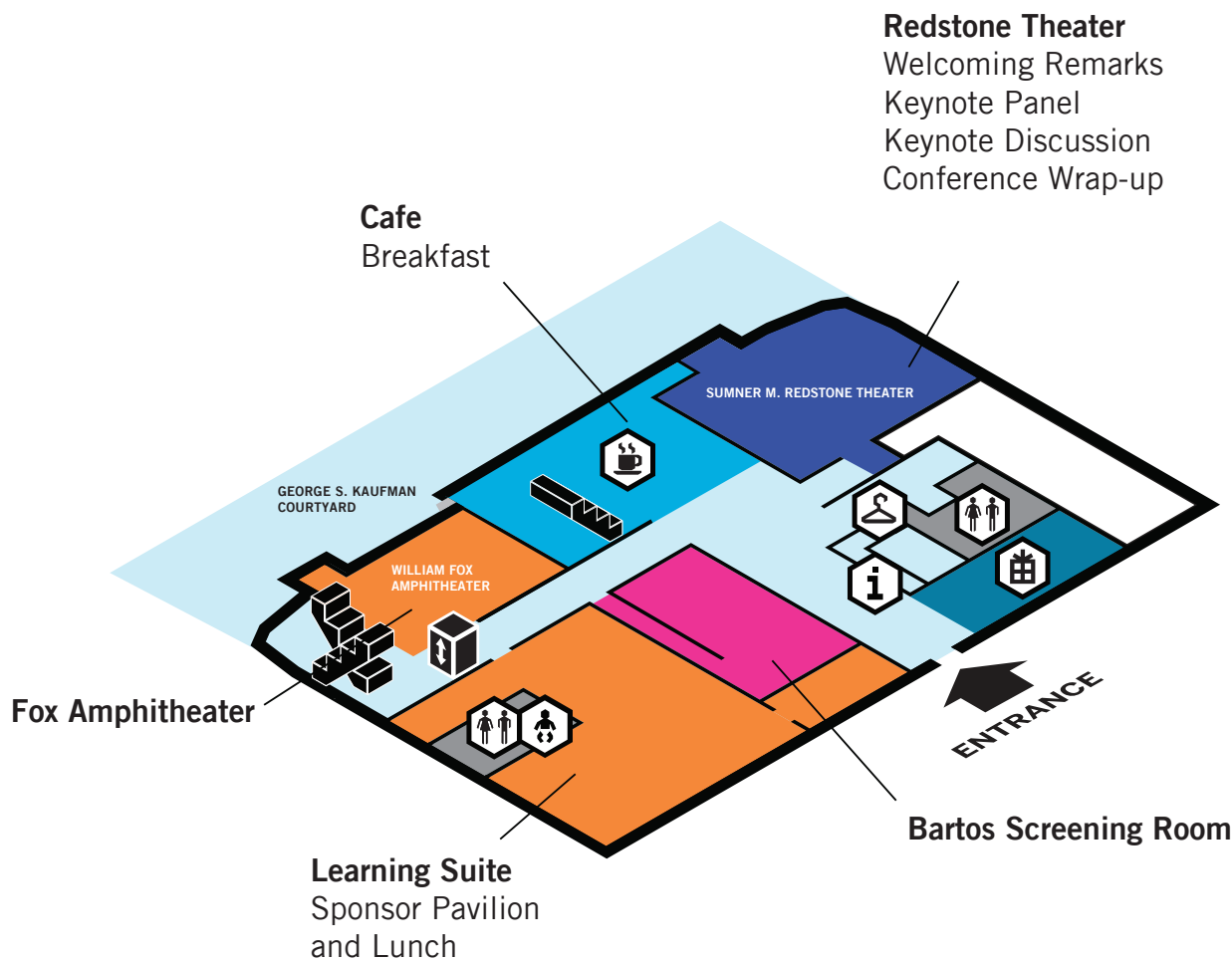
## Event Partners



## Media Partners



# Location Map



**Catering by**  
Bartleby and Sage

# Schedule

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2:00PM		Conference End	



# Welcoming Remarks

8:30AM



**Elizabeth Lusskin**  
President, Long Island City  
Partnership

Elizabeth Lusskin is the President of the LIC Partnership and Executive Director of the LIC Business Improvement District. In this role, she promotes economic development across the vibrant Long Island City industrial, commercial, residential and cultural arts mixed-use community. She is the Co-Chair of the Sunnyside Yard Master Plan Steering Committee, was Co-Chair of the Amazon Community Advisory Committee Project Plan Committee and is a Member of the Western Queens Tech Task Force, among other roles. Prior to LIC, she served as the Chief of Staff and Vice President of Strategic Initiatives at the Polytechnic Institute of NYU. Through her former consulting practice, Elizabeth Lusskin Consulting LLC, she advised public, private for-profit and non-profit clients on economic and community development, organizational management and strategic planning. Elizabeth has served as Deputy Commissioner of NYC SBS, General Counsel to the Downtown Alliance and Legislative Counsel at NYS Office of Federal Affairs. She is a graduate of Yale University and NYU School of Law.



**Eric Benaim**  
Founder & CEO, Modern Spaces

Eric Benaim's entry into real estate began in 2001, after a successful career as owner of a live event production and marketing firm. Initially concentrating on Manhattan luxury sales, Eric later recognized the untapped opportunity in his own beloved borough, and turned his focus exclusively to Long Island City. In the midst of 2008's severe economic crisis, Eric instinctively decided the time was right to launch Modern Spaces, permanently changing the perception and value of real estate in LIC. In just 10 years, Eric's insightful and personal approach resulted in the swift expansion of Modern Spaces, capturing a 70% market share in Long Island City. He resides in Long Island City with his wife Stephanie, and their children Greyson and Olive.

Eric is a member of the Long Island City Partnership Board and the Long Island City Business Improvement District Board.



**Patricia Dunphy**  
Senior Vice President, Rockrose  
Development Corp.

Patricia presently leads the retail leasing and residential acquisitions departments for Rockrose Development Corp. During her close to thirty-five years tenure Patricia has been involved in all aspects of the business throughout the city but is partial to her work in the development of Long Island City.

Active in the Long Island City Partnership for many years, Patricia presently serves as the Chairperson. She is a member of the Long Island City Business Improvement District Board.



**Dr. Sara Guerrero**  
Deputy Director of Education and  
Community Engagement, Museum of  
the Moving Image

Dr. Sara Guerrero-Rippberger is an educator, curator, and researcher of artistic practices, with a focus on social practice. She holds a doctorate in art theory from University of the Arts London and founded the New New Yorkers program at the Queens Museum in 2005, which continues to serve immigrant communities through the arts today. She is currently Deputy Director of Education and Community Engagement at the Museum of the Moving Image.



**Josh Schneps**  
Co-publisher, Schneps Communications  
Founder and President, LIC Flea & Food

Joshua Schneps is CEO and Co-Publisher of Schneps Media, the largest local media company in New York City and New York State. The privately-owned media company includes the most widely read and respected community newspapers, magazines and local websites including amNewYork, The Queens Courier chain, Brooklyn Paper, El Correo, Long Island Press, Gay City News, Brownstoner.com, Bronx Times, The Villager, Bay News, New York Family and many more. Schneps Media's events division hosts several business networking events and expos. Mr. Schneps also founded and operates LIC Flea & Food Market as well as The World's Fare.

Josh is a member of the Long Island City Partnership Board.

# Keynote Panel:

## LIC: Inspiring Innovation

9:00 - 10:00AM

Why does having an innovative, entrepreneurial city matter? What role does LIC play in the larger ecosystem and what role should LIC play as new opportunities, such as in innovative ways of working, living, of mobility, of industry such as Life Sciences, move from theory to reality? And how do we ensure that the benefits of innovation reach deep into the community?



**Seth Pinsky (Moderator)**  
RXR Realty

Seth Pinsky is an Executive Vice President at RXR Realty, where he leads RXR's investment efforts in emerging opportunities in the New York region. Previously, Pinsky directed Mayor Bloomberg's Special Initiative for Rebuilding and Resiliency, which developed a \$20 billion climate change plan for the City. Pinsky also served as New York City Economic Development Corporation President from 2008 to 2013. Prior to NYCEDC, Pinsky was an associate at Cleary, Gottlieb, Steen & Hamilton and an analyst at James D. Wolfensohn Inc. He graduated from Columbia College and Harvard Law.

Seth is a member of the Long Island City Partnership Board.



**Greg Morrisett**  
Cornell Tech

Greg Morrisett is the Jack and Rilla Neafsey Dean and Vice Provost of Cornell Tech. Previously, he served as the Dean of Computing and Information Sciences (CIS) at Cornell University and was also a Professor and Associate Dean for Computer Science and Electrical Engineering in the Harvard School of Engineering and Applied Sciences. Before Harvard, Morrisett served on the faculty of Cornell's Computer Science Department. He received his bachelor's degree from the University of Richmond and both his Master's and Doctorate degrees from Carnegie Mellon University. Morrisett's research focuses on the application of language and verification technology to building secure software systems.



**James Patchett**  
NYC Economic Development Corp.

A proponent of affordable housing and a principal driver of Mayor de Blasio's effort to create 100,000 jobs, James Patchett became President and CEO of NYCEDC in February 2016 after serving as Chief of Staff to Deputy Mayor Alicia Glen. Before his transition to NYCEDC, Mr. Patchett was pivotal in securing many of the Mayor's signature affordable housing achievements and was one of the de Blasio administration's chief negotiators on major land use matters. Mr. Patchett holds a BA in Economics from Amherst College and an MBA from Stanford University. He lives in Brooklyn with his wife and their two young children.



**Paul Arcario**  
LaGuardia Community College

Paul Arcario, Ed.D. has been an academic leader and faculty member at LaGuardia Community College/CUNY ("LaGuardia") for more than 30 years. He was appointed as Interim President by CUNY Chancellor Félix V. Matos Rodríguez in August 2019. Dr. Arcario most recently served as Provost and Senior Vice President, from 2012-2019. In that role, he managed the Academic Division's \$40 million annual budget; led faculty recruitment and development; oversaw day-to-day management of key academic initiatives; and supervised the Student Affairs Division, which serves the college's nearly 20,000/yr. students pursuing associate degrees. Arcario earned his Ed.D. and M.Ed. in TESOL from Columbia University Teachers College, and a B.A. (magna cum laude) and M.A. in English from New York University.

Paul is a member of the Long Island City Partnership Board.



**Julie Samuels**  
Tech:NYC

Julie Samuels is the Executive Director of Tech:NYC, an organization representing 750+ companies across New York's tech industry. Before that she was Executive Director at Engine, a nation-wide nonprofit focused on technology entrepreneurship and advocacy, where she remains a member of the Board. Julie is a frequent commentator on technology and policy issues for national media—particularly in the intellectual property space—and she has filed briefs with the Supreme Court and testified before Congressional Committees. She previously worked at the Electronic Frontier Foundation, where she was a senior staff attorney and the Mark Cuban Chair to Eliminate Stupid Patents. Before joining EFF, Julie litigated IP and entertainment cases. She serves on the Boards of Engine, TechCongress, and the Internet Education Foundation, on ABNY's Steering Committee, on the Innovation Council of the Partnership for New York City, and on Comptroller Scott Stringer's Red Tape Commission. She was recently named one of Crain's Most Powerful Women in New York. She lives in New York City with her family.

# Innovative Living and Working

10:15AM - 11:15AM

Innovative ways of living, working and serving a neighborhood are coming to LIC. What are the needs of today's innovative companies and workforce? With the rise of co-living and co-working spaces, the entrepreneur and employer relationship with the community is changing at a rapid pace. Added to the equation are expectations of new and better services to accommodate a 24/7 workforce. This panel will explore those spaces and services coming to LIC.



**David Brause (Moderator)**  
Brause Realty, Inc.

David Brause has worked in real estate for over twenty-five years handling acquisitions, development and management of office, retail and residential property in Long Island City, Manhattan and the tri-state area. As President of Brause Realty Inc., one of the premier family real estate firms in New York City, he has been active in the ownership and development of approximately three million square feet of space. Significant developments in LIC include a 700,000 square foot LEED Gold redevelopment of a 1911 manufacturing building at 27-01 Queens Plaza North into class A office space for MetLife Insurance and the headquarters of JetBlue Airways, and the development of The Forge, a 38-story, 272-unit luxury LEED Silver apartment building on Purves Street in Court Square.

David proudly serves as the founding Chairman of the LIC Business Improvement District. He is a member of the Long Island City Partnership Board.



**Ryan Murphy**  
Ollie Co-Living

Ryan manages Corporate Partnerships at Ollie, a leading co-living operator based in New York City. Partnering with institutional real estate investors and developers, Ollie humanizes housing through an "all-inclusive" model that combines thoughtfully furnished micro-studios and shared suites with hotel-style services, amenities, and events. Ryan joined Ollie in July 2017 to launch their events platform: Ollie Social. With its success, she transitioned to helping Ollie's expansion team manage deal flow and contract execution. Her main focus is rolling out Ollie Labs, Ollie's suite of separable services that help developers bring all-inclusive living to conventional residential builds. Ryan holds a Bachelor's Degree from Duke University ('13).



**Frank Puglia**  
Spaces LIC

Frank Puglia is a commercial real estate professional at flexible and shared office space provider International Workplace Group, whose largest brands are Regus and Spaces. As Area Vice President for the New York portfolio, Puglia leads sales and operations teams across 60 locations, comprising 150 employees. Puglia is also responsible for growing the IWG portfolio in New York and establishing IWG's brands in the marketplace. Previously, Puglia was with Cintas Corporation where he led the East Coast sales, operations, and acquisition teams.



**Thais Galli**  
Studio

Ms. Galli joined Tishman Speyer in 2016 and currently oversees Studio globally, the firm's global coworking and flexible leasing platform. She previously was a part of the Strategy team, where she focused on corporate initiatives. Prior to Tishman Speyer, Ms. Galli was a consultant for McKinsey & Company, where she worked on restructurings, turnarounds, mergers, and acquisitions for large global corporations. She holds her BA in Business and Economics from Fundação Getulio Vargas and her MBA from Harvard Business School.



**Samantha Garfield**  
The Collective Co-Living

Samantha Garfield is an innovation strategist and a passionate creator of culture-led public spaces. As VP of Brand and Strategic Communications, U.S. for The Collective, Garfield leads an extended team responsible for placemaking, partnerships and programs for the pioneering co-living company's growing portfolio of projects across New York, Chicago and Miami. Previously, Garfield led the global repositioning effort for cult brand MINI, spearheading the dual launch of A/D/O and venture accelerator URBAN-X in Brooklyn. She has consulted on community and corporate strategy at Foursquare, Mercedes-Benz, Richemont, The New York Times, and many more.



# Life Sciences: Stepping Out and Growing Up in LIC

10:15AM - 11:15AM

Stepping Out and Growing Up in LIC: As with other sectors, LIC is developing a life science cluster in an innovative way. The LICP's Life Science Feasibility Study revealed that LIC is vital to growing a NYC Life Sciences Hub. This panel will host a discussion on why life sciences and tech companies thrive in mixed-use, transit-rich urban neighborhoods like LIC and why these industries are desirable for the range of job opportunities they generate. The panel will share how the public and private sectors can support entrepreneurs of companies in the life science industry ranging from new startups to established industry leaders and how this will allow the life sciences cluster in LIC to thrive.



**Jenna Foger (Moderator)**  
Alexandria Venture Investments /  
Alexandria Real Estate Equities, Inc.

Jenna Foger provides scientific insight and expertise to support Alexandria's venture investments, real estate operations, business development, and thought leadership initiatives. She leads several strategic projects for Alexandria's New York City life science cluster, most recently spearheading the debut of Alexandria LaunchLabs and the Alexandria Seed Capital Platform. Prior to joining Alexandria, Ms. Foger worked as a Venture Associate at Windham Venture Partners, a Senior Consultant at Navigant Consulting (formerly Easton Associates), and as a neurobiology Research Associate at The Rockefeller University. She earned her Master's in Biotechnology from Columbia University and graduated Phi Beta Kappa and summa cum laude from the University of Pennsylvania with a BA in Cognitive Neuroscience and Psychology.



**Daniel Cohen**  
3DBio Therapeutics

Daniel Cohen, Ph.D., is the CEO and Co-founder of 3DBio Therapeutics. Prior to 3DBio, Daniel was an Engagement Manager at McKinsey & Company in New York, where he focused on manufacturing, industrials, healthcare, and 3D printing. He received his Ph.D., as well as B.S. and M.S. degrees, in Mechanical Engineering from Cornell University, with minors in Biomedical and Electrical Engineering. Dr. Cohen was awarded both the National Science Foundation Graduate Research Fellowship, and the Department of Homeland Security Graduate Fellowship. At Cornell, he focused on bioprinting technology, completing his doctoral dissertation on 3D printing & bioprinting and holds numerous publications and patents in the field.



**Robert Albro**  
King Street Properties

Rob Albro joined King Street Properties in 2016 and is a Managing Director at the firm. Mr. Albro has a broad range of responsibilities at King Street, including acquisitions, dispositions, development, and asset management. Prior to King Street, Mr. Albro most recently served as a Senior Vice President at Beacon Capital Partners, with responsibility for acquisitions and dispositions as well as asset management and development. Mr. Albro holds a Bachelor of Arts degree with honors in economics from Lehigh University and a Master of Business Administration degree from the Tuck School of Business at Dartmouth. He also is a CFA Charterholder and a Leadership in Energy and Environmental Design (LEED) accredited professional.



**Sara Eshelman**  
Spero Ventures

Sara Eshelman is a Principal with Spero Ventures. Spero is an early stage fund investing in software and software/hardware hybrids across health & wellness, food & agriculture, and the future of work. Spero is a single-LP fund backed by Pierre Omidyar, best known as the founder of eBay. Prior to joining Spero, Sara was an investor at the Omidyar Network and a management consultant at Monitor Group. She is a graduate of Northwestern University and the London School of Economics.

# Advancing Mobility in LIC

11:30AM - 12:30PM

Accessibility and mobility play a key role in any city's economic prosperity and LIC's existing transportation infrastructure and growing opportunities make it well placed for growth. Today's innovation economy is focused on exactly the kind of live-work hub that LIC has become. Yet the transportation network, which is rich in LIC, was built for last century's Manhattan-centric model. This is a major issue affecting LIC's growing residential, business, student, and visitor populations. Addressing it will require both new thinking on existing systems—such as NYCT's Bus Redesign and Fast Forward plans—as well as careful incorporation of new modes such as on demand shuttles and electric scooters, in a way that doesn't overwhelm the public realm. This panel will include some of the most forward-thinking transportation leaders and entrepreneurs to discuss how this issue can be solved.



**Thomas K. Wright (Moderator)**  
Regional Plan Association

Tom Wright is President and Chief Executive Officer of Regional Plan Association (RPA), the nation's oldest independent metropolitan research, planning and advocacy organization. A private, non-profit corporation, RPA improves the prosperity, infrastructure, sustainability, health and quality of life of the New York-New Jersey-Connecticut metropolitan region by preparing long-range plans and advocating for their implementation.

As president, Tom led the production of RPA's landmark Fourth Regional Plan, released in 2017, which proposes 61 recommendations to reform public sector institutions, modernize our transportation systems, address the challenge of climate change, and provide affordable and livable communities for all the region's residents.



**Andrew Fox**  
Charge, Inc.

Andrew is a globally renowned entrepreneur, a founding partner in Alliance and an early investor in Lime Scooters. Andrew recognized the lack of infrastructure in the micromobility world and knew that he could create a solution. Being a founder of numerous companies, it was no shock that he founded Charge, with Partner Dan Waldman, treating the key issues that cities have with vehicle clutter, congestion and pollution. Charge provides a universal parking, charging and safety diagnostic solution for electric vehicles.



**Alexander Esposito**  
Circuit

Alex is the Co-Founder of Circuit (formerly The Free Ride). Alex started the business with James Mirras in their hometown of East Hampton in 2011. Since then they've worked to develop the business into an award winning, nationally recognized, first/last-mile transportation service. The team works closely with municipalities, developers and advertisers to build low-cost, efficient and eco-friendly transportation solutions. Prior to starting Circuit, Alex received his MBA from Bentley University and worked as a business analyst for Accenture. Alex spends his time traveling between Circuit's locations in NY, FL and CA.



**Paul Suhey**  
Revel Transit Inc.

Paul Suhey is the Co-Founder & COO of Revel, a shared electric vehicle company. He founded Revel in March 2018 with a small pilot program in Brooklyn, and the company has since expanded throughout Brooklyn and Queens, recently launched in Washington D.C., and is coming to other cities soon. Prior to founding Revel, Paul held senior management and engineering roles in the energy sector. He holds a BS in Chemical Engineering from Penn State University.



**Tim Mulligan**  
Metropolitan Transit Authority

Tim Mulligan was recently appointed Deputy Chief Development Officer Program Development for MTA Construction and Development. In his role with MTA C&D, Tim manages project development, program support and project controls for the upcoming 2020-2024 Capital Program, as well as projects in the ongoing 2015-19 program. Prior to joining MTA Construction and Development, Tim was Senior Vice President for Operations Support with New York City Transit, and was central to the development of the Subway Action Plan and the new metrics for the Subway and Bus performance dashboards. Tim has over two decades of extensive budget, legal and project management expertise, having served as Deputy Comptroller for Budget at the New York City Comptroller's Office and as a Deputy Director at the New York City Mayor's Office of Management and Budget.

# Fastest Growing Companies— Fastest Growing Neighborhood

11:30AM - 12:30PM

From legacy leaders to dynamic new start-ups, LIC has nurtured innovative talent for generations. It is also the fastest growing residential neighborhood in the country. At the same time, some of the fastest growing companies are choosing to make or keep LIC their home. In this panel, we will talk to their entrepreneurial leaders about why LIC works for them.



**Dr. Fernando Gomez-Baquero (Moderator)**  
Cornell Tech

Dr. Gómez-Baquero is the Director of Runway and Spinouts at the Jacobs Technion – Cornell Institute at Cornell Tech, where he is helping postdoctoral entrepreneurs build companies out of digital technologies in diverse fields such as digital health, telecommunications, education, cybersecurity, and IoT. Dr. Fernando Gómez-Baquero holds a Ph.D. in Nanoscale Science and Engineering from the University at Albany SUNY.



**Pat Hayes**  
Altice USA

Pat Hayes serves as Senior Vice President for Government Affairs at Altice USA. In this role, he directs all of Altice's advocacy efforts with elected leaders and works closely with the company's community partners. Previous to Altice, Pat was Chief of Staff to U.S. Senator Joe Manchin of West Virginia. Pat has also worked in senior staff roles for Senate Democratic Leadership, including positions with former Majority Leader Harry Reid, Amy Klobuchar, and Evan Bayh. He is a graduate of Indiana University and was born in Fort Wayne, Indiana. Pat lives in Brooklyn with his wife and three children.

**Chris Aidan**

The Estée Lauder Companies, Inc.

Chris is an entrepreneurial global leader with a strong track record of innovation, business enablement, technology modernization, strategy development and execution. He has undergraduate degrees from The University of Iowa and a Masters of Science from Iowa State University. His industry recognition includes being part of the Security 500, Security 100, Frost and Sullivan's IT Impact and the recipient of several CIO 100 awards. Chris has over 20 years of experience in retail, high tech manufacturing, government, education, and CPG with Fortune 500 companies.



**Nick Miaritis**  
VaynerMedia

Nick Miaritis is EVP at VaynerMedia, and is tasked with accelerating growth and raising the creative bar. He is a believer in the unreasonable power of creativity to transform brands and has helped do so most recently with ideas like the Budweiser's "This Bud's for 3" and Planter's "Crunch Time" Super Bowl campaign. Prior to joining VaynerMedia, Nick spent 12 years at Saatchi & Saatchi, where he worked around the globe with many of the agency's major client partners. Nick is passionate about technology and finding new ways to tell stories on the platforms that consumer attention is shifting towards. He is also a bit of a trivia geek and is the co-founder of the popular trivia app, FleetWit and payments platform, Prizeout.



**Justin Ginsburgh**  
JetBlue

Justin Ginsburgh is Director of JFK Infrastructure Strategy and Development at JetBlue, where he is leading the airline's effort to develop a \$3B new world-class terminal at JFK airport. Prior to JetBlue, Justin was also a co-founder of Citi Bike and an associate at Goldman Sachs, Urban Investment Group, where he worked on economic development and real estate projects across the United States. Justin also previously served as Chief of Staff at Empire State Development, New York State's economic development agency. Justin Ginsburgh has an MBA from the Harvard Business School, where he graduated with high distinction.



**Ken Romaniszyn**  
Lady M Confections

Ken Romaniszyn is the man behind the world famous Lady M® Mille Crêpes, a signature confection composed from layers upon layers of golden crêpes and cream. Having grown up in the Japanese restaurant business, it was natural that Ken's career path lead to Lady M Confections, New York City's premier cake boutique. His passion for sweets motivated him to study pastry creation at the International Culinary Center (formerly French Culinary Institute). After taking time to cultivate his business acumen at UCLA, Kellogg School of Management, and the Harvard Business School, Ken has led Lady M to achieve tremendous success.



**Russell Greenberg**  
RUX Studios/Stickbulb

Russell Greenberg is the founder of interdisciplinary design firm RUX Studios, and the creator of Stickbulb and Gradual. His work ranges from award-winning mosque master plans to water purification systems, porcelain statues, mobile devices, jewelry, vending machines, and sustainable LED lighting. After a decade of developing products and intellectual property for the likes of Unilever, Samsung, Mozilla Firefox, and Pernod Ricard, Russell transformed his studio's business model in 2017 into a platform to create and grow its own in-house brands.



# About Long Island City Partnership



## 40 Years of serving the community

We have been working for our community as the local development corporation for the past 40 years. In 1979 a group of individuals banded together to improve the neighborhood by forming the LIC Business Development Corporation with a focus on serving the industrial business community. Since then, the neighborhood has evolved and so have we, rebranding as the Long Island City Partnership (LICP) in 2012. We expanded our focus to embrace our growing and increasingly mixed-use neighborhood and worked with the larger community to draft a comprehensive plan, released in 2016.

We take our name to heart, actively working with businesses, community groups, nonprofits, schools, cultural and arts institutions and local government officials. Throughout the year we support businesses through our Business Assistance services program, build a community through networking events, assist with neighborhood beautification and cleanliness through the LIC Business Improvement District (LICBID), plan community art installations, and market the neighborhood through our many different programs. We also bring cross-sector community stakeholders together to plan for a better LIC.

## What we do:



The **LIC Business Improvement District (LIC BID)** serves a diverse and growing community through engagement with the NYPD, city agencies, business & property owners and community civic organizations. The BID provides supplemental sanitation, beautification and visitor services while carrying out community development and marketing initiatives to benefit the neighborhood.



The **Business Assistance** department has provided one-on-one assistance to businesses in the greater LIC area since 1979. They are also responsible for managing the Industrial Business Zone (LICBZ) that was established in 2006 to protect existing manufacturing districts and encourage industrial growth.



The **Events** department organizes and produces 20+ events year-round to connect, educate and promote businesses with the goal of building a stronger community in LIC.

The **Marketing** department is dedicated to promoting our exciting and diverse community as a great place to live, work and play. We also promote local businesses and industries through our membership program, our weekly e-newsletter, social media and on our website LICQNS.com.



The **Planning & Development** department tracks economic development data and neighborhood information. P&D also works to implement the recommendations of our 2016 Comprehensive Plan and engages businesses, residents and local stakeholders in both short and long-term planning efforts.



## Something New



**liclocal.nyc**  
#liclocal

### LIC Local

This summer, LICP launched a new smart signage system and mobile site called LIC Local. LIC Local helps you discover all that the neighborhood has to offer, from unique dining and shopping to community events. Start exploring by scanning this QR code or visit [liclocal.nyc](http://liclocal.nyc)



### LIC Arts Connection

LICP created this innovative, multi-site community arts initiative, which builds non-traditional partnerships between public and private owners, local businesses, employees, students, residents, and artists. The goal is to connect LIC's community, both physically on foot, and socially through access to arts and culture. In the past 18 months, LICP brought five new public art projects to the neighborhood.

# Evolution

LIC's strategic location and key assets have enabled LIC to be the country's longest, continuously active, center of production. Even as changing technologies and economic shifts have challenged commercial districts, LIC has been quick to evolve. Today, LIC continues to thrive as an urban model of innovation and advanced manufacturing, attracting a talented workforce and fostering unique cross-sector partnerships. Named the country's fastest growing residential neighborhood in 2018, LIC's retail offerings have more than doubled in 2019, making it a desirable place to live, work, learn, and create. LIC is a 21st Century authentic mixed-use community.



*Credit: Greater Astoria Historical Society*

## 40 Years of Long Island City

Over the last 40 years, there have been many transformative events in the LIC community. The Citi tower rose and JetBlue Airways arrived, Silvercup Bakery became Silvercup Studios, the Standard Motor Products building sprouted a rooftop farm, furniture warehouses got reprogrammed for advanced manufacturing, and a former elementary school (P.S.1) became MoMA PS1. The waterfront evolved from the former Pepsi bottling plant to a home for thousands of residents and world-class waterfront parks, Queens Plaza became Dutch Kills Green and a home to many large employers, and the Court Square subway station united multiple train lines.

Today, Long Island City is more than just a quick jaunt to midtown Manhattan: it continues to establish itself as a modern city embracing its mixed-use community. Between LIC's libraries of stained glass, creative factories, new hotels, local breweries, restaurants with authentic world cuisine, public parks, makerspaces, and thriving local retail, there's a mix here unlike any other where you can meet anyone you need and make your future.

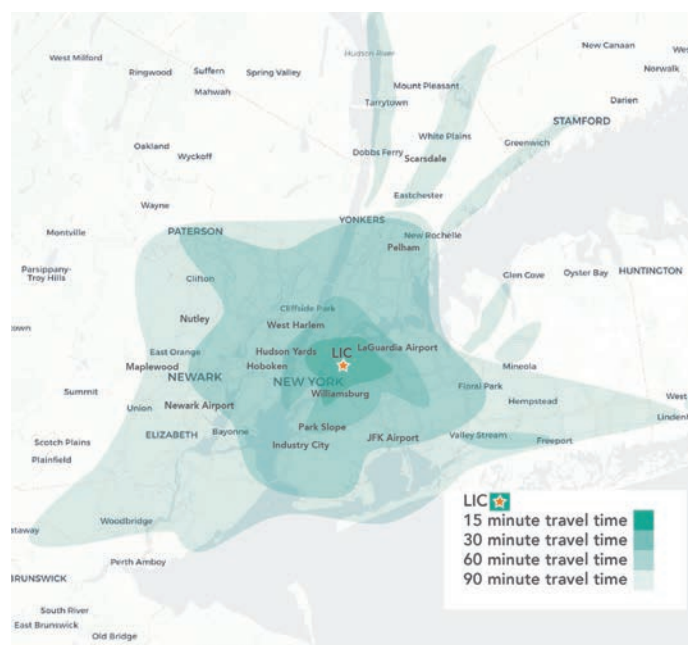


# Mobility

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. Even fellow New Yorkers are surprised at how accessible everything is in LIC.

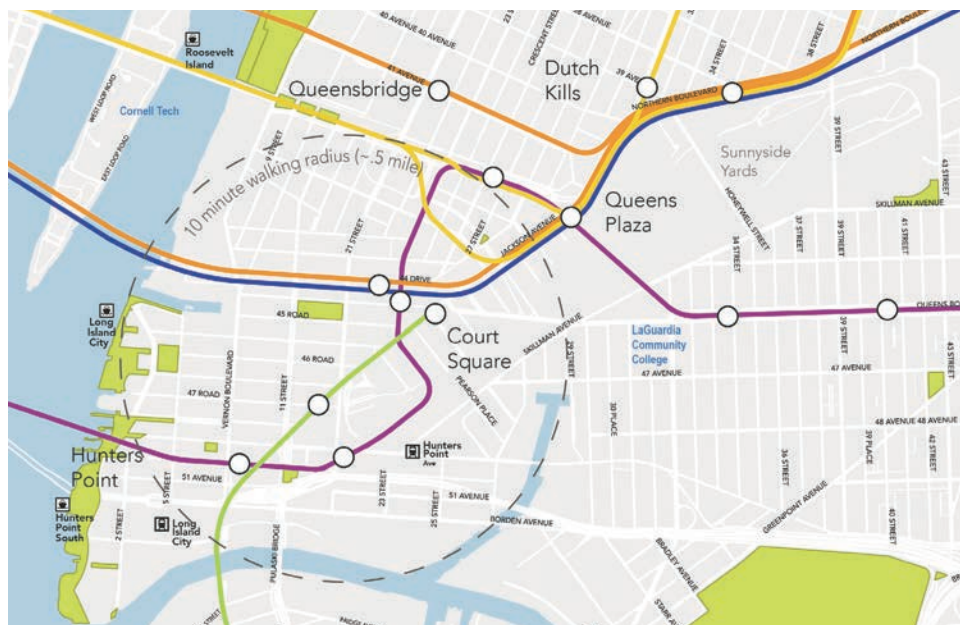
Today there is growing demand to expand upon this historic infrastructure, both by providing more ways for traveling within the LIC neighborhood, and by further connecting the multiple local, commuter and regional lines. A number of companies testing micro-transit, alternative-fuel and last mile modes of travel are looking to launch in LIC. LICP is exploring these with area stakeholders and government agencies as we work to improve the public realm and make getting around LIC on foot, bike, and vehicle safer and a more pleasant journey.

Further, as LIC continues to grow, the need for the long-called for intermodal transit hub at Sunnyside Yard is more evident. Current work toward creating a master plan for the 180-acre Sunnyside Yard may help bring this hub to life, becoming NYC's next epicenter of regional transit.



Base Map: CartoDB, Data: Mapnificent.net, 2019

Station	Subway	2009	2014	2017	% Change 09-17
Vernon Blvd-Jackson Ave.	7	2,939,995	4,169,876	4,821,191	64%
Queensboro Plaza	N Q / W 7	2,792,245	3,785,260	4,566,287	64%
21st Van Alst	G	333,612	427,353	498,061	49%
Queens Plaza	E M R	2,421,042	3,005,223	3,374,948	39%
21st St. Queensbridge	F	2,354,997	2,683,624	3,157,675	34%



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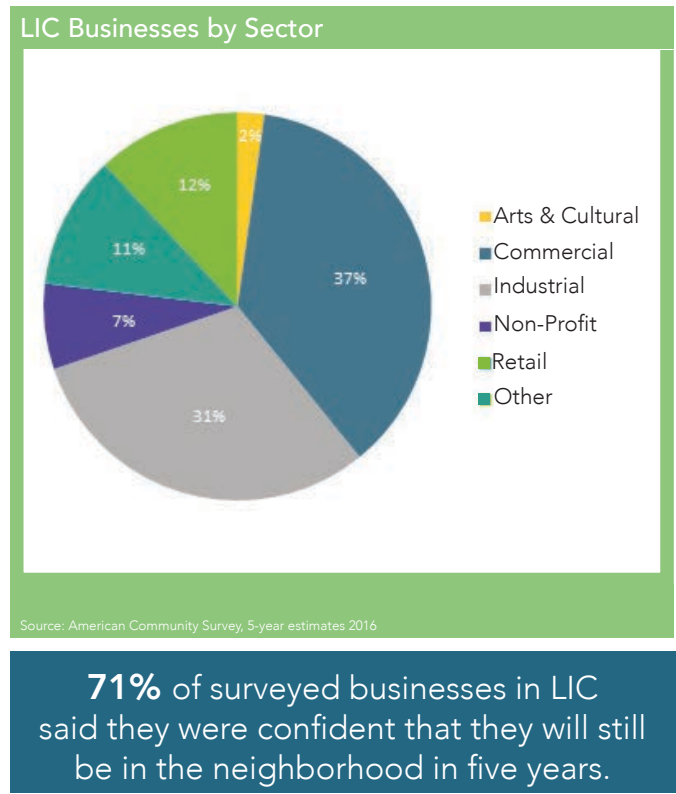
- 8 Subway Lines
- 74 CitiBike Stations
- 2 Airports



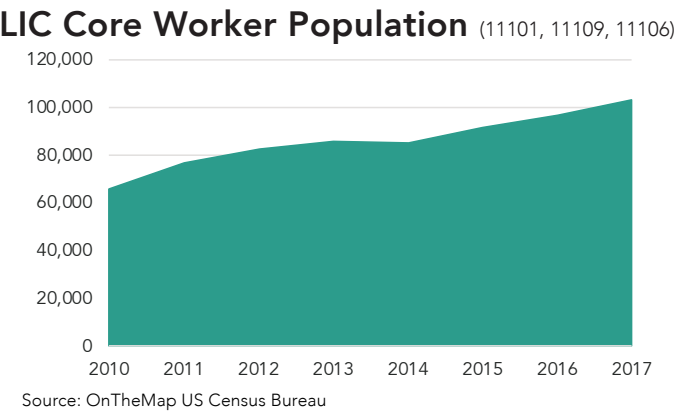
# Business

While some industries have historical ties to the neighborhood (art, building, design, film, food, transportation), others are more recent (media, life sciences). 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. This expands opportunities for local residents who can benefit from LIC's educational and training partnerships with these diverse businesses. It also creates a collaborative environment for ambitious workers and ideas.

**Major new tenants include:** Altice USA, Centene, Estée Lauder, Macy's/Bloomingdales, The New York Times and The Wirecutter join employers across industries: Brooks Brothers, Boyce Technologies, Inc., DeppGlass, Doughnut Plant, J. Crew/Madewell, JetBlue, Kaufman Astoria Studios, Lady M Confections Co., Ltd., LaGuardia Community College, Lyft, MANA Products, Nouveau Elevator, Silvercup Studios, Uber, VaynerMedia and WeWork.



Source: 2018 Business Survey, LICP



## LIC Jobs Increased at More Than 2x the Rate of NYC Overall

Jobs In	2010	2013	2015	% change 2010-2015
LIC	88,895	106,439	115,831	30%
NYC	3,698,655	3,920,262	4,172,759	13%

Source: OnTheMap, 2015 & 2013

# Community

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. Public and private investments, including parks, schools and a destination local library, continue to transform LIC's industrial landscape into a dynamic, walkable community with world-class public spaces and new community centers of activity.

## A Community to Live and Grow

With more than 11,000 residential units in construction or planning these projects, once complete, will push LIC's core population over 100,000 residents by 2021.

Since 2017, a rich offering of more than 70 new Food & Drink, Shopping, Health & Fitness, and Services-based businesses opened in the neighborhood.

## A Center of Arts & Culture

A diverse array of arts organizations and working artists put LIC at the center of New York's cultural conversation.

LIC has over 42 Arts & Culture Organizations, including internationally renowned museums, experimental performing arts, and nonprofits that foster the next generation of artists.

## Many Ways to Live

An existing mix of historic townhouses, post-war multi-family apartment buildings, glass towers, and the largest public housing development in the U.S. make up LIC's diverse residential community. Recently opened co-living spaces add another option with ALTA+ by Ollie and The Collective Paper Factory Hotel.



## Educational Acceleration

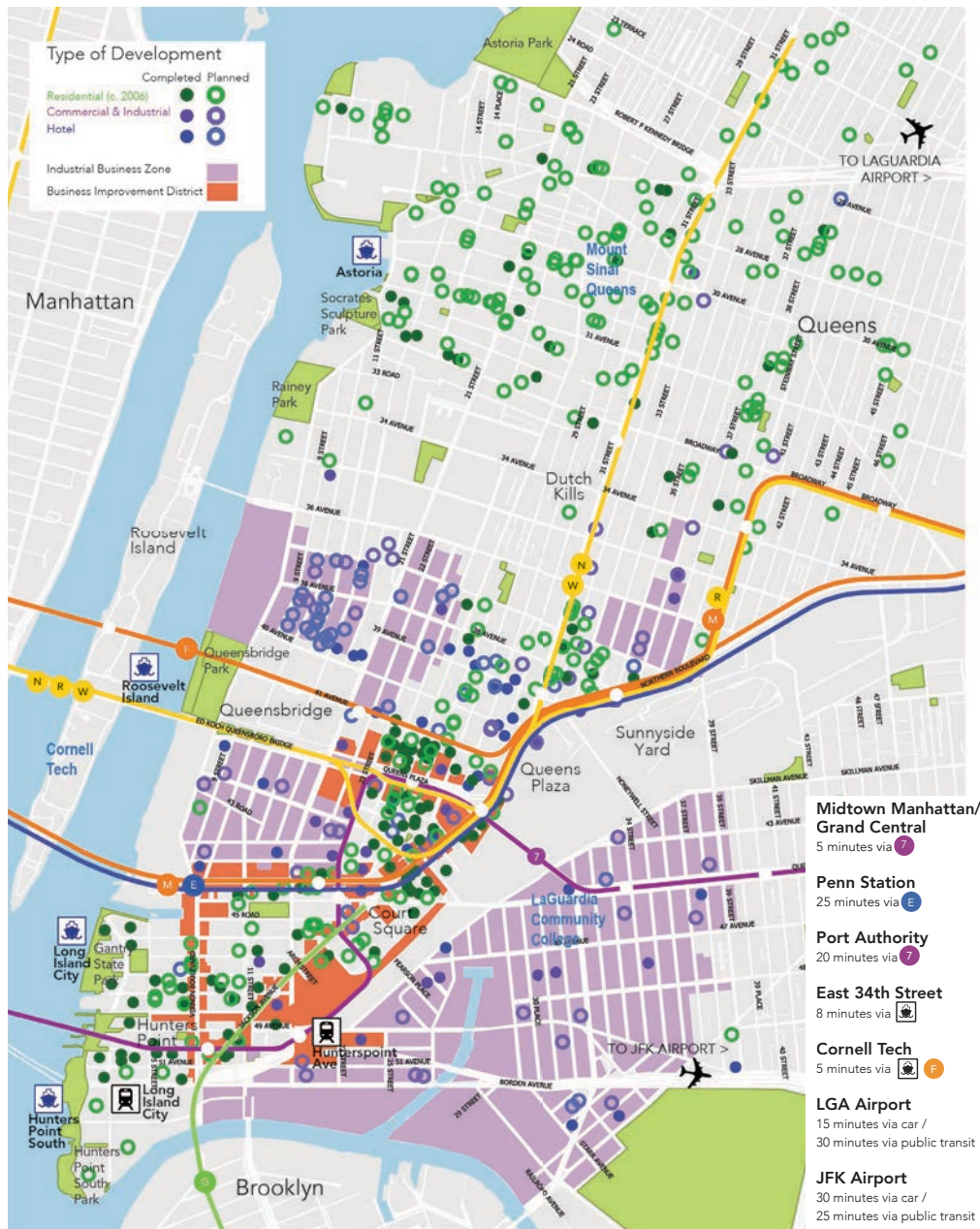
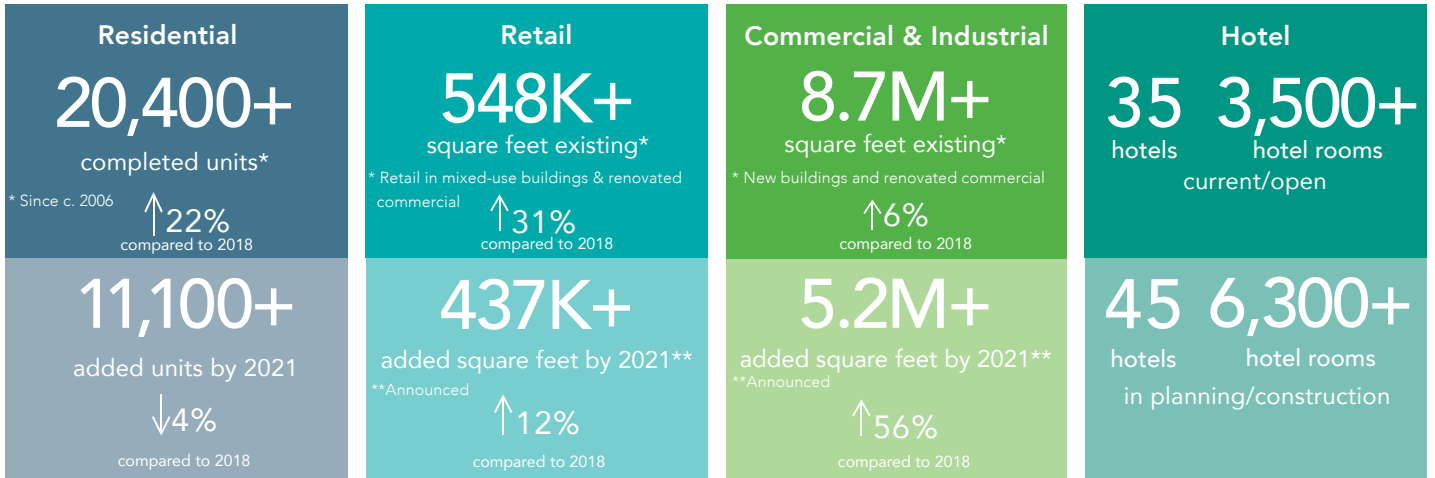
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# Development





# Conclusion

**LIC is well positioned for fueling today's urban economic growth, not only due to its physical assets and competitive companies, but also our innovative and cooperative, can-do individuals, organizations, businesses and institutions.**

With LIC's large geographic footprint, more work is needed to physically knit the various nodes and corridors of activity together. Equally important is the need to further invest in all segments of the LIC population to ensure a pipeline of local talent grows LIC's industries while benefiting LIC's community. The unique history and fabric of the LIC community provides numerous opportunities for continued growth of innovation and inclusion through collaboration.



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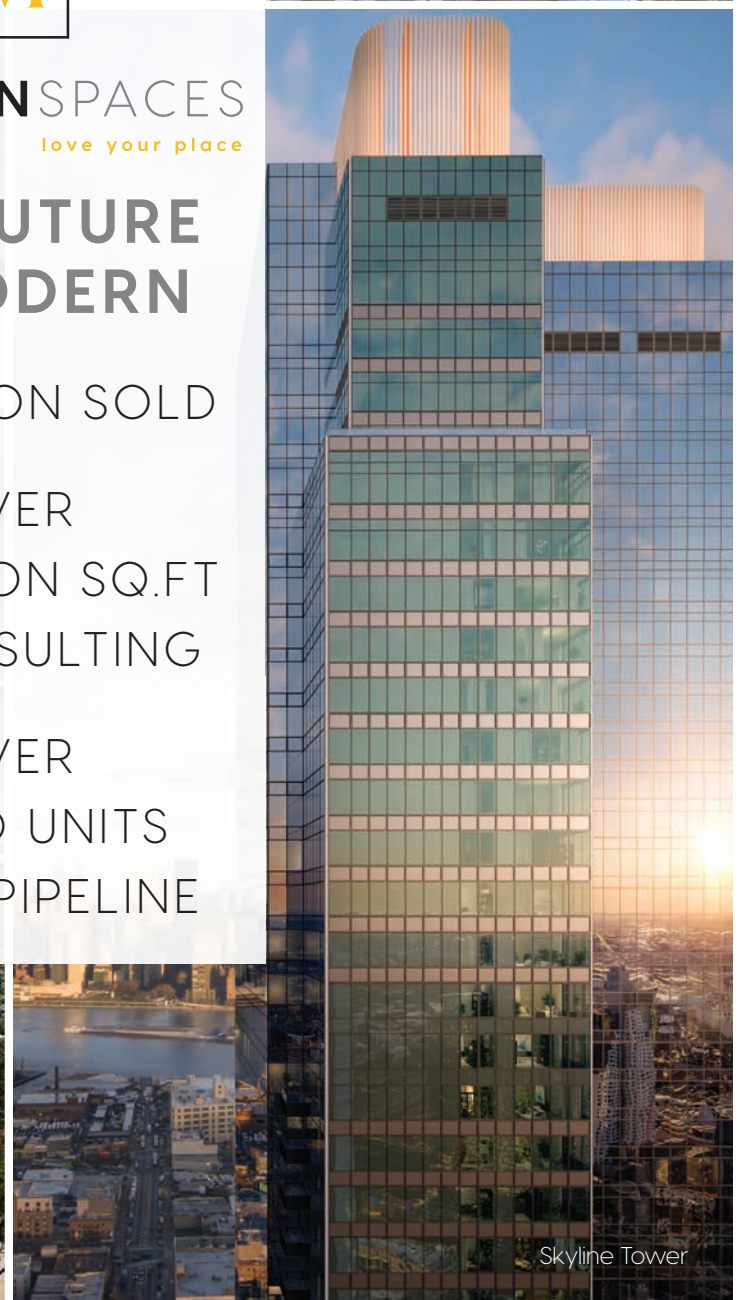
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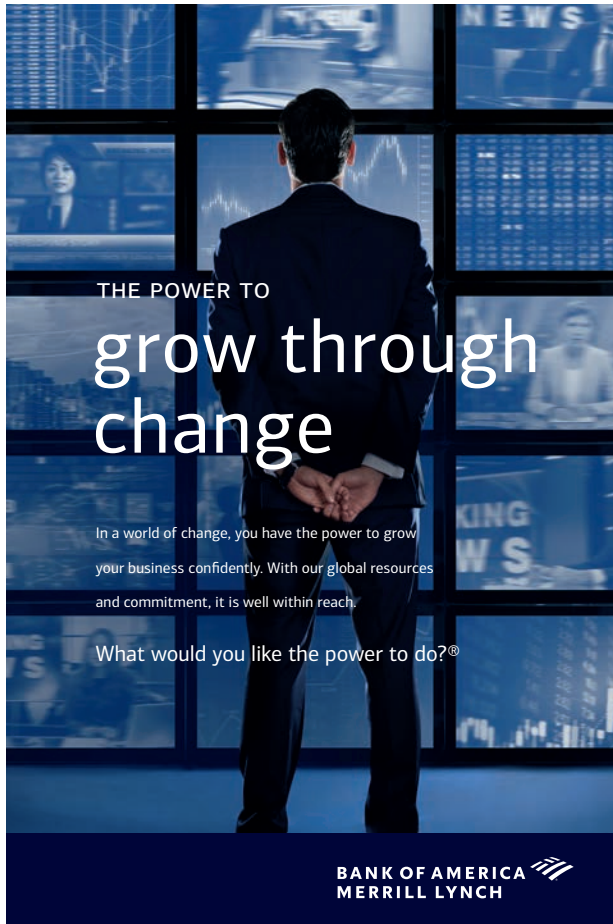
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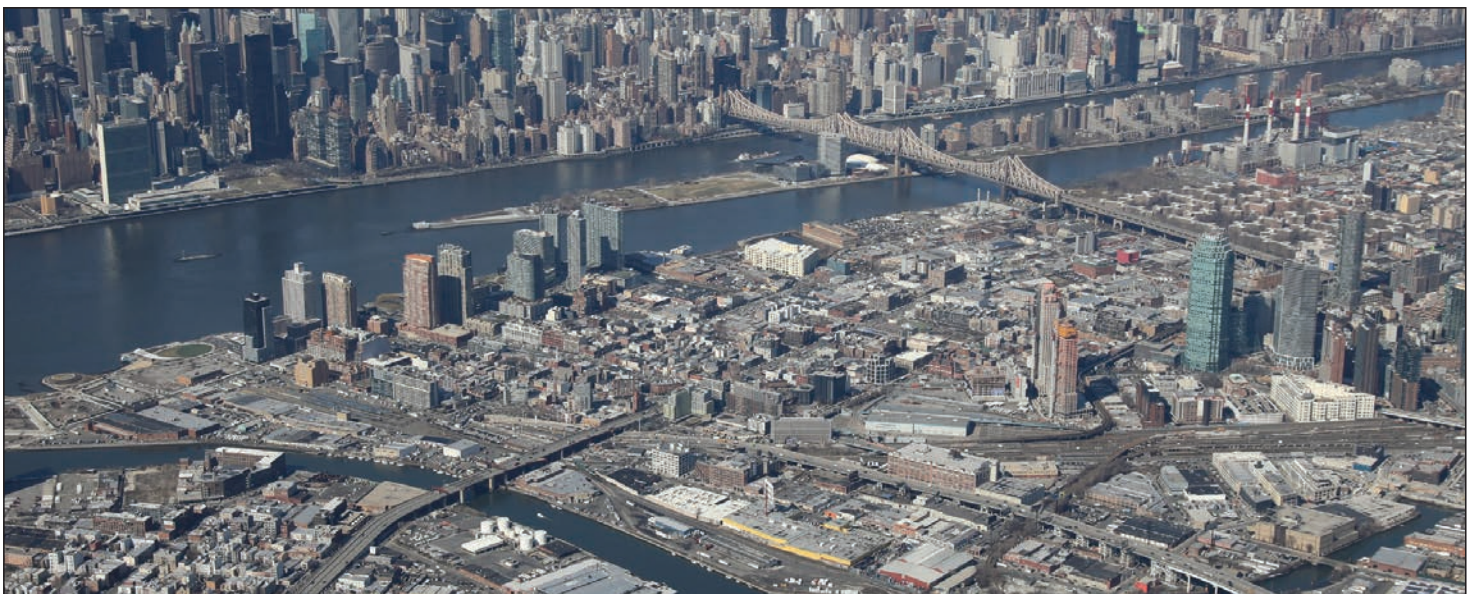
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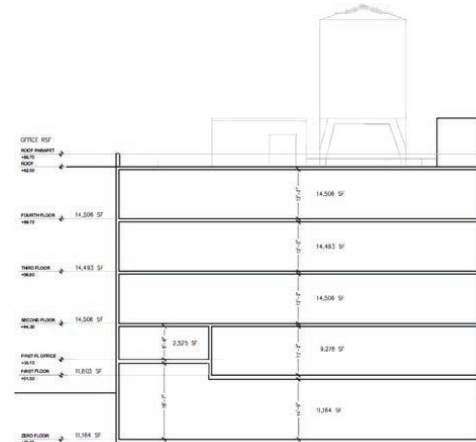
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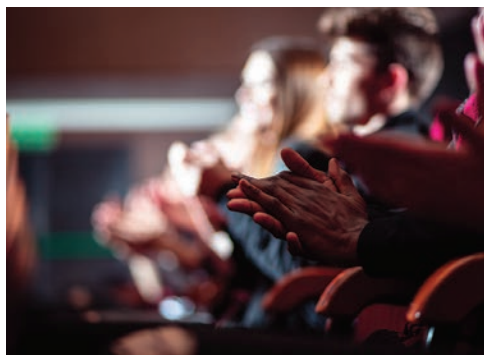


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# Enjoy 21st Shanghai Century Soup Dumplings at Flushing's Nan Xiang Xiao Long Bao

*Flushing Favorite Nan Xiang Reopens as 21st Century Soup Dumpling Parlor*

BY JOE DISTEFANO

*As the Culinary King of Queens, I'm so very fortunate to live in the most diverse and delicious destination in all of New York City. Really I'm not royalty though, I'm an ambassador, and a hungry one at that. Today, we take a trip to Shanghai, China, via the International Express—aka the 7 train—to savor xiao long bao and more at the recently reopened Nan Xiang Xiao Long Bao, widely regarded as one of the best places for the juicy soup filled dumplings in all of New York City.*

For more than a decade the restaurant named for the county in Shanghai where the dumplings were invented was a favorite of everyone from the Michelin Guide to celebrity chef and TV personality Eddie Huang. An open kitchen, where a crew of ladies delicately folded the dumplings greeted customers, many of whom were happy to wait on line to savor some of the city's best xiao long bao. For a long while I took Nan Xiang Xiao Long Bao for granted, preferring to frequent the neighborhood's food courts, where there was less of a wait. And then last May the neighborhood institution suddenly shut down leaving both New York City's foodies and local diners devastated.

"Thirteen years ago I was a Nan Xiang customer," recalls local businessman Eddie Zheng the man behind the restaurant's rebirth. "Every time I would eat two orders of soup dumplings."

Back then there were only two kinds of soup dumplings: pork and pork and crab. Zheng, who has gone from customer to owner and general manager, and his team have added four others—black truffle, Chinese squash, chicken, and foie gras—to the xiao long bao roster at the reborn Nan Xiang Xiao Long Bao, which opened in One Fulton Square on November 1. The luxurious dumplings are available as part of "Lucky Six" set that sports jewel toned wrappers. As at the restaurant's first incarnation you can watch your dumplings being made at an open kitchen that sits at the center of the 5,000-square-foot space.



**A colorful sextet includes soup dumplings filled with foie gras, chicken, and black truffle.**



**The open kitchen takes center stage at the new Nan Xiang Xiao Long Bao.**



**The scallion pancakes are as crisp and flaky as ever.**

"We are so excited to re-open our door to the public and to serve this neighborhood again with a brand-new look," said Zheng, who personally designed the mountains and trees that grace the restaurant's lobby. "The original team has dedicated to elevating the menu and the service in the past few months, and it's finally the time for us to share it with our customers. It's the new era for this legendary restaurant, and we are so proud to carry the legacy."

Part of that new era includes the swanky spacious dining room decorated by a gigantic red lantern and plates with the restaurant's name in Chinese. Many of the old favorites, including flaky turnip puffs and crisp multilayered scallion pancakes can still be found on the menu, along with traditional Shanghai style fried rice cakes. I particularly enjoyed Shanghai pan fried noodles, thick strands with a slight char from masterful wok cookery. Shot through with shredded pork, bok choy, and house special sauce they are a great accompaniment to the deluxe dumplings. I also really loved an appetizer of four happiness sponge tofu, comforting blocks of wheat gluten and wood ear mushrooms served cold in a sweet sauce.

"The re-opening of Nan Xiang Xiao Long Bao means so much to this



**Shanghai pan fried noodle have a slight char, a hallmark of masterful wok cookery.**

community," said Helen Lee, Executive Vice President of F&T Group, who brokered the deal for the newly reborn restaurant. "We are proud to work with Nan Xiang Xiao Long Bao to bring back this local favorite restaurant and to continue the culture and vibe our neighborhood."

With space for more than 100 hungry xiao long bao enthusiasts there's unlikely to be a wait either, and the restaurant will be open until 1 a.m. on Friday and Saturday.

"When the old Nan Xiang Xiao Long Bao closed, many of us feared the special atmosphere we all felt dining there would disappear forever—even if a new restaurant opened up again with the same name and menu," says John Choe, Executive director of the Greater Flushing Chamber of Commerce. "However, the opening of a revived Nan Xiang on Prince and 38th is proving us wrong with the reintroduction of their signature soup dumplings and scallion pancakes as well as hungry fans flocking from around the city, crowding the lobby, glad to be out of the cold, patiently waiting for their small piece of heaven."

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Douglas Meyer Bank Leumi	Erhan Bahceci Food Cellar & Co. Market	Meishay Gattis LIC YMCA	Frank Zuckerbrot Sholom & Zuckerbrot Realty LLC
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John Reinertsen CBRE	Lisa Riefer JetBlue Airways Corporation	Paul Neuman Neuman's Kitchen	Vincent DeLucia Sterling National Bank
Denise Arbesu Citi Commercial Bank	John Mast JP Morgan Chase	John Pollock People's Bank	Richard Dzwlewicz TD Bank
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Shibber Khan Criterion Group, LLC	John Belo Kaplon-Belo Affiliates LLC	Frank Monterisi, Jr. Related Companies, L.P.	Alan Harker Vayner Media
Ben Guttman Digital Natives Group	Hal Rosenbluth Kaufman Astoria Studios, Inc.	Henry Rosenwach Rosenwach Tank Co., Inc.	Vincent Zerilli Wells Fargo
Irene Zoupaniotis Farrell Fritz, P.C.	Paul Acario LaGuardia Community College	Seth Pinsky RXR Realty	Jonathan White White Coffee Corporation
Bradley Katz Fisher Brothers	Kenneth Salzman Lee & Associates	Andrew Kurd Savanna	Kenneth Buettner York Scaffold Equipment Corp.

## Staff

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Deputy Director

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Paul Lotter  
Director of BID Field Operations

Angelica Hart  
BID Operations Manager

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Jeannette Rausch  
Director of Planning & Development

Christina Chavez  
Senior Project Manager, Planning & Development

### Elizabeth Lusskin President, LICP Partnership, Executive Director, LIC BID

Madeleine Levin  
Assistant Project Manager, Planning & Development

### Marketing and Communications

Rowena Sahulee  
Director of Marketing & Communications

Alexis Hoffman  
Marketing & Community Relations Manager

### Events

Carla Nicdao  
Director of Events

### Business Assistance

Charles Yu  
Director of Business Assistance

Osagie Afe  
Manager, Business Assistance

### Administration

Jean Lateef  
Director of Fiscal Operations

Ying Huang  
Chief of Staff