



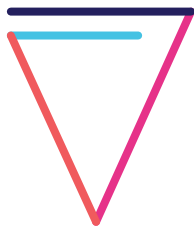
# LIC

## BID

### 2019 ANNUAL REPORT



Long Island City  
Business Improvement District



## Dear BID Members:

We have now completed our second year as an expanded District, which has allowed us to do even more to both enhance the neighborhood, and link its main areas together. This past year, the horticulture program expanded with even more hanging baskets, and tulip and begonia tree pit plantings throughout the BID. We had three volunteer planting days that engaged the neighborhood in working together. The kick-off of our new lamppost banners Mix Meet Make hit a record high this year lining the streets with color and flair. Our expanded lighting program with over 100 snowflakes throughout the District kept it bright all winter long.

With lots of new buildings opening up, and more people circulating in the area, pedestrian counts up were up by 40 percent in some areas, boosting our retail customer base. New businesses opened up enticing residents and workers to shop local. And, with the launch of the LIC Local pilot program, we're continuing to move the needle with connectivity and access. Read through this annual report how we keep the District and its streets clean, safe, beautiful, and connected.

Through all of the increased programming it's the people—the businesses, residents, workers, and visitors—that contribute to our overall community and success. Make sure you continue to use LICQNS.com as a resource and sign up to provide an LIC Perks Card offering discounts and incentives. We look forward to working with all of you in the community and serving the needs of our business partners to prosper and grow. Thank you for all YOU do to make this area so vibrant and authentic.

Sincerely,

**Elizabeth Lusskin**  
Executive Director

**David Brause**  
Chairman



# LIC

## BID





Long Island City BID  
 North Subdistrict  
 South Subdistrict







## 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. Managed by the Long Island City Partnership, the BID provides supplementary sanitation and visitor services within the District, and carries out community development and marketing initiatives that benefit the neighborhood.

## 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 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.



# Beautiful

Part of the BID's mission is to keep our neighborhood beautiful. Through our newly expanded horticulture program, the BID planted and maintained tulips (Spring) and begonias (Summer) in tree pits throughout the BID. The BID also installs and maintains plants in 90 lamppost flower baskets, as well as directly maintains the medians along Jackson Avenue.

The BID also partners with the NYC Department of Parks & Recreation to enhance and beautify the Queens Plaza Greenway and Dutch Kills Green. Lastly, this year the BID was able to expand the winter lighting program to 111 snowflakes and 3 skyline hangers to go up around the district.

While the BID funded almost all of the lights, we would like to thank G Holdings, Tishman Speyer, Simon Baron Development, and Rockrose Development for their help in sponsoring additional lighting, as well as a special thank you for the support from Council Member Jimmy Van Bramer.





79 Tree Pits maintained

15,200 Tulip Bulbs planted

2,247 Begonias planted



90 Hanging Baskets maintained

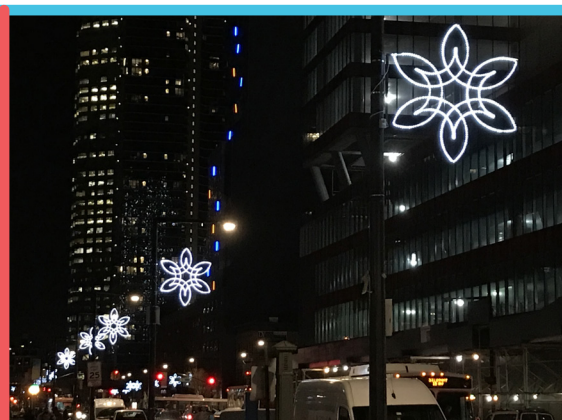
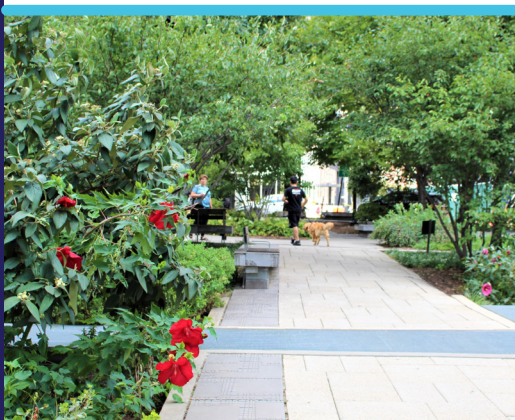
1,760 Annuals (Hanging Baskets/Lampposts)

91 Banners in BID (180 total)



111 Snowflake Lights

3 Skyline Lights





I'd like to express my appreciation for **Djibril** for his meticulous work performed on a day-to-day basis. Djibril is one of the hardest workers I've come by, from his extremely outgoing personality to his positive attitude. He has a passion for what he does and puts his all into his work with a smile on his face. His strength and will to work is phenomenal.

Mike Marisenovic (Aurora LIC)



Ambassadors (left to right): Fallou Niang, Djibril Drame, Brahim Konate, Baba Faye, Daouda Seye, Demba Sow, Gorgui Sene. Not shown: Nabassin Adedouwawongbou



14,144  
111

Hours cleaning

Graffiti removed



46,310  
98

Trash Bags filled

Trash Cans maintained



# Clean

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. Our seven-person sanitation team also serves as a great source of information to visitors to the area, acting as important ambassadors for the neighborhood.





# Safe

The BID works closely with NYPD's **108th and 114th Precincts**. We host frequent roundtable meetings where both NYPD Precincts and local business owners participate in discussions about recent community events, safety tips for businesses, and in general ways to make our BID safer. We also work closely with city agencies, business and property owners, and community organizations to keep LIC safe and welcoming while continuing to send out BID email notifications for service alerts and serious weather conditions, keeping everyone updated on what is going on in the district.

The BID is excited to announce that we are now **Community Partners with the 108th Precinct**. We meet on a monthly basis to discuss crime trends, updates, and attend their frequent Build-A-Block Meetings to hear public concerns and opinions from around the district.

We do regular district walkthroughs with **Breaking Ground**, the City contracted homeless outreach organization that focuses on finding services for those in need.





61 311 Reports filed  
15 E-blasts



Top Photo: 108th and 114th Precincts

Middle (around table): BID Safety Roundtable Meeting with 108th and 114th Precincts and BID Businesses

Middle (right): Officers from the 108th Precinct at LIC Springs!

Bottom: 108th Precinct and Community Partners Meeting



LIC  
SPRINGS!

121

LIC Businesses  
& Organizations  
participated

40

BID Businesses

15,000+

Attendees



3

Volunteer Planting Days  
(Fall and Spring)

105

Volunteers mobilized  
(35 Fall, 70 Spring)



# Community

Supported by the NYC Department of Transportation and Council Member Jimmy Van Bramer, our **6th Annual LIC Springs!** community street festival on Vernon Boulevard was a great success.

Thank you to the support from our **5 Block Captains**, Paul Finnegan from the NY Irish Center, Eric Benaïm from Modern Spaces, Patrick Burke from Woodbines, Gianna Cerbone-Teoli from Manducatis Rustica, and Sheila Lewandowski from The Chocolate Factory. And a special shout-out to the New BID Businesses that participated for the first time, Dai Hachi Sushi, EmPower Solar, Estée Lauder Companies, Lion Physical Therapy, Quintessential Therapy, SAPPS, Sandwich King, Sweet Chick, Sweet Leaf Coffee Roasters, and uBreakiFix.

The BID hosted a community-wide **volunteer day** during the fall of 2018, where residents and employees gathered to plant over 12,000 tulip bulbs in tree pits throughout the LIC BID.

A special thanks to our sponsors from Tishman Speyer, Altice, UOVO, Rockrose, Modern Spaces, Plaxall, Werwaiss & Co., Brause Realty, and Silvercup Studios that helped make this project happen. The BID also partnered with JetBlue Airways and Tishman Speyer to plant begonias in the tree-pits along Queens Plaza and Jackson Avenue, and weed and plant flowers in Dutch Kills Green.





# Statistics

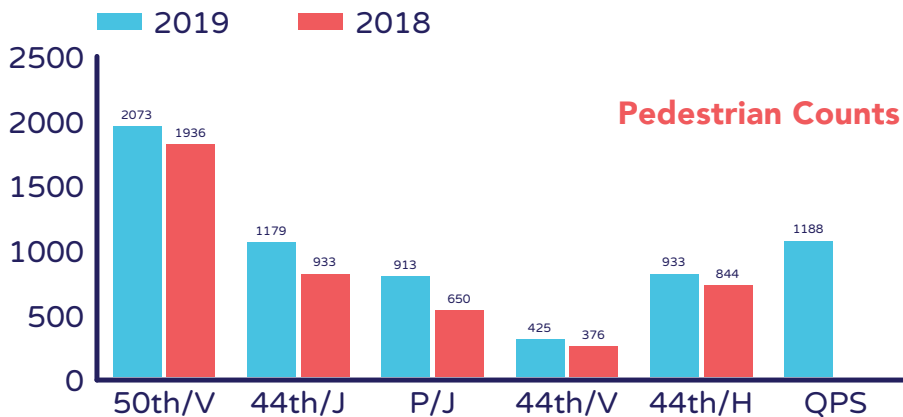
The BID carried out **Meet Your Neighborhood Walking Tours** to help Long Island City employees get to know the local businesses and establishments around their places of work. The tours took place during lunch hours in an effort to showcase unique amenities in the neighborhood, including where to eat and drink, and what local essentials are nearby. We plan on expanding these tours throughout the coming year and covering additional locations in the BID.

This summer, the BID conducted **pedestrian counts** to gather data on population trends in 6 different high traffic areas in the district. We saw an increase from last year's results in nearly every location, some as high as 40%. This data is useful for keeping track of the neighborhood trends, understanding where people are and where businesses want to be.

The BID also provides an **informational kiosk** in the district, filled with maps and brochures to assist visitors in navigating their way around LIC.

**For more information, please go to [LICQNS.com/economicdevelopment/](https://LICQNS.com/economicdevelopment/)**





Location	9-10 AM	12-1 PM	5-6 PM	Increase from 2018
Queens Plaza South	764	1389	1412	---
50th Ave / Vernon Blvd	2180	1324	2716	33%
44th Dr / Jackson Ave	1134	1200	1204	40%
Pearson St / Jackson Ave	944	673	956	7%
44th Dr / Vernon Blvd	409	491	374	13%
44th Dr / Hunter St	1090	826	882	0.1%

Overall increase from 2018 was 15%. Each total represents the average of pedestrians counted at each location over three consecutive days Tuesday–Thursday over a five-week period. 2018 figures not available for Queens Plaza South.



## LIC Subway Turnstile Data

Source: MTA

Station	Avg Weekday
Queens Plaza <span>E M R</span>	14,140
Vernon Blvd-Jackson Ave <span>7</span>	14,992
Queensboro Plaza <span>W N 7</span>	14,562
Court Sq <span>G E M 7</span>	23,881

**Materials Distributed**  
July 2018–June 2019

**1,440** Walk NYC Map



94 Signs up  
394 Scans  
1,105 Posts using #liclocal



**liclocal.nyc**  
#liclocal

## Welcome New BID Businesses!

### North District

Chip  
City Chemists  
City MD  
Dumpling D'Or  
\*Enoteca LIC  
\*Honey Nail Salon  
Hudson Food Market  
Ice & Vice  
\*Coming Soon

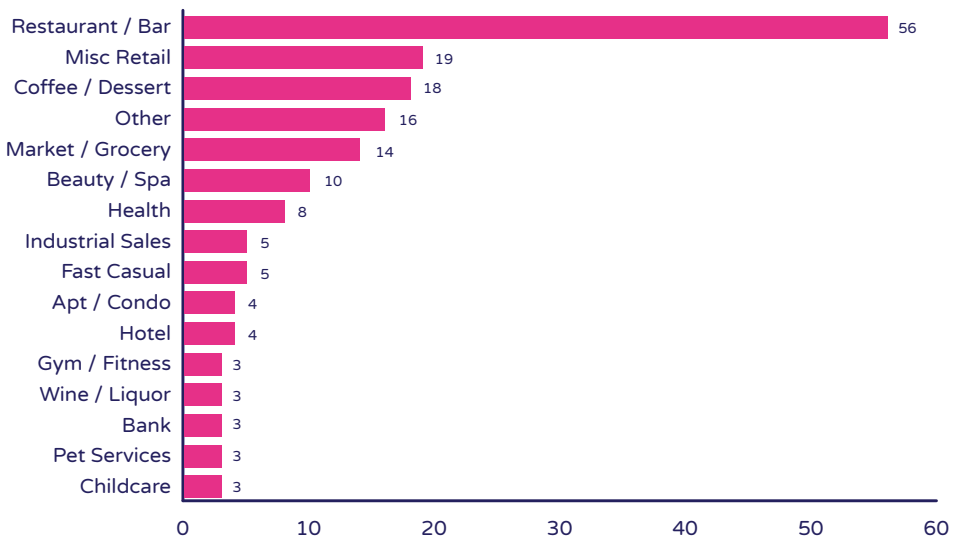
Moge Tee  
\*Murray's Cheese  
Pom's Gourmet Market  
Starbucks  
The Station  
Sweetleaf  
Xi'an Famous Foods

### South District

Barre 3  
Blow and Arrow  
Chairman Sun  
Corcoran  
Dai Hachi  
Four Winters  
Go Nonna  
\*Hupo

\*Orange Theory  
Plaza Cleaners  
Pop's Deli of LIC  
R40  
Taste Crème  
Uni K Wax  
\*Yumpling

## BID Storefront Retail Mix Total BID businesses: ~174





# Local

**LIC Local** is a smart signage system that we are piloting to boost connectivity and access within the neighborhood. The system combines physical signs with a mobile friendly web app map with **continually updated information on LIC businesses, organizations, and events.** Take a look around the neighborhood for the signs and give it a scan to see what's happening nearby in LIC!

This program is funded in part by the NYC Department of Small Business Services, with additional funding and support provided by: Empire State Development through the NYC Regional Economic Development Council, The New York Community Trust, Queens Borough President Melinda Katz, NYC Council Member Jimmy Van Bramer, LIC Partnership, and Boyce Technologies, Inc.



*Middle: Book Culture*

*Bottom: LIC Local  
Activation on Vernon  
Boulevard*



# Local

**Small Business Saturday** is a way to encourage residents, employees, customers and visitors to shop small at our local LIC businesses. As a **Neighborhood Champion** for the third year in a row, the LIC BID collaborated with neighborhood businesses to provide special offers to community members on Small Business Saturday. Maps and other Small Business Saturday swag were distributed before and during the event.

If you are interested in taking part in this year's holiday shopping promotion and Small Business Saturday on November 30th, **email Angelica Hart at [ahart@licpartnership.org](mailto:ahart@licpartnership.org)** for more information.





22 Businesses Participated

16 BID Businesses

~2,000 LIC Shop Small Maps Handed Out

250 Shop Small Tote Bags



## BID Financials

	FY 2019*	FY 2018
<b>Support &amp; Revenues</b>		
Assessment revenue	\$867,000	\$800,000
Corporate contributions	\$45,970	\$27,324
Interest income	\$1,078	\$732
Release of restricted assets	\$5,000	\$5,000
Release of restricted assets	-\$5,000	-\$5,000
<b>Total support &amp; revenues</b>	<b>\$914,048</b>	<b>\$828,056</b>
<b>Expenses</b>		
Total program expenses	\$840,896	\$675,039
Management and general	\$65,180	\$95,468
<b>Total expenses</b>	<b>\$906,076</b>	<b>\$770,507</b>
<b>Subtotal income over expense</b>	<b>\$7,972</b>	<b>\$57,549</b>
Net assets, beginning of year	\$338,045	\$330,496
Net assets, end of year	\$396,017	\$388,045

\* Unaudited

LIC BID Board of Directors

Chair, David Brause, Brause Realty  
Vice Chair, Patricia Dunphy, Rockrose Development Corp.

Treasurer, Alan Suna, Bridge Plaza Associates  
Secretary, Gretchen Werwaiss, Werwaiss & Co., Inc.

Class A - Property Owners

North Subdistrict

Michelle Adams, Tishman Speyer  
Matthew Baron, Simon Baron Development  
David Brause, Brause Realty  
Sarah Cohen, Gotham Realty  
Patricia Dunphy, Rockrose Development Corp.  
Adam Good, LargaVista Companies  
Etaí Gross, G Holdings  
Steve Novenstein, UOVO  
Aaron Shirian, Lions Group  
Alan Suna, Bridge Plaza Associates  
Gretchen Werwaiss, Werwaiss & Co., Inc.

South Subdistrict

Andrew Anzalone, 47-18 Vernon Boulevard  
Eric Benaim, Nardone Properties, LLC  
Gianna Cerbone-Teoli, Cerbone, Vincenzo  
Paul Cutrone, Vernon II  
Roseanne DeRiso, 1076 Jackson Assoc., Inc.  
Paul Finnegan, Failte Care Corporation  
Dr. Angelo Ippolito  
Paula Kirby, Plaxall, Inc.  
Richard Nieto, 10-87 Jackson Ave LLC

Class B - Commercial Tenants

North Subdistrict

Denise Arbesu, Citi Commercial Bank  
Chris Doebelin, Book Culture  
Margaret McCue Guillon, MetLife  
Gary Kesner, Silvercup Studios  
Shih Lee, Sapps  
Victor Nair, Lucky Pizza  
Lisa Reifer, JetBlue Airways Corporation

South Subdistrict

Nina Brian, The Mill  
Patrick Burke, Woodbines  
Ellen Day, BrickHouse Ceramic Art Center  
Donna Drimer, Matted LIC  
Jerry LaSpisa, M&T Bank  
Elliot Park, uBreakiFix

Class C - Residents

North Subdistrict

Tom Powell, Boyce Technologies

South Subdistrict

Leslie Nilsson, Bartleby & Sage

Class D - Elected Officials

Mayor Bill de Blasio  
NYC Comptroller Scott Stringer  
Queens Borough President Melinda Katz  
NYC Council Member Jimmy Van Bramer

Class E - Non-Voting Members

Queens Community Board 1  
Queens Community Board 2

LIC Partnership Staff

Elizabeth Lusskin  
Executive Director, LIC BID  
President, LIC Partnership  
  
Josh Levin  
Deputy Director

Christina Chavez  
Senior Project Manager,  
Planning & Development  
  
Madeleine Levin  
Assistant Project Manager,  
Planning & Development

BID Operations

Paul Lotter  
Director of BID Field Operations  
  
Angelica Hart  
BID Operations Manager

Planning and Development

Jeannette Rausch  
Director of 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



Long Island City  
Business Improvement District

LICQNS.com