



ANNUAL REPORT

ANNUAL REPORT
JULY 1, 2016 - JUNE 30, 2017

FISCAL YEAR '18
JULY 1, 2017 - JUNE 30, 2018
GOALS

FISCAL REPORT FY 2017
FY 2018 BUDGET

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SECTION I

Review of 2016-2017

2016 marked the 25th anniversary of the business improvement district on Steinway Street. The Steinway Astoria Partnership has undertaken programs focusing on the district's streetscape including sanitation, graffiti removal, and landscaping; marketing and promotional programs, and the implementation of a surveillance camera program.

BEAUTIFICATION/STREETSCAPE

The Steinway Astoria Partnership's beautification efforts are intended to provide a greener, pedestrian friendly and pleasing environment for shoppers so that they enjoy their visit to Steinway. The benches installed a few years ago lend to creating this pleasing environment as have the flower baskets and tree pit plantings.

Flowers baskets and tree pits are planted each spring with colorful plantings and during the winter months replanted with greenery and a poinsettia motif. The plantings are key to adding a sense of "green" and color to the street.

Part of keeping the streetscape fresh and visually attractive is removal of graffiti on the second story of Steinway along with the annual spring cleanup of all street furniture.

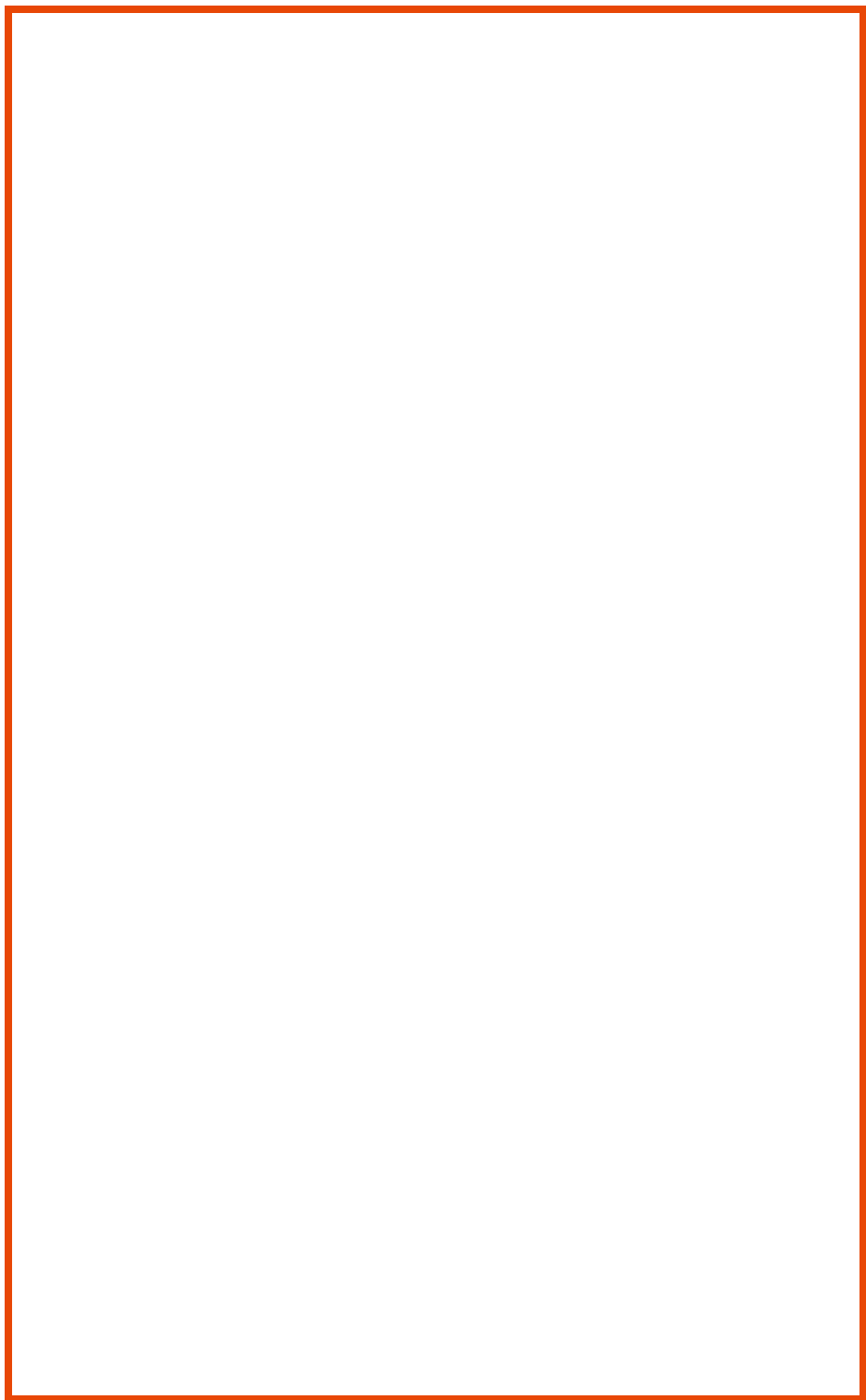
HOLIDAY LIGHTING

The holiday lighting program and sound system were installed for the holidays. The annual tradition of lights and sound of the holiday season on Steinway Street are greatly appreciated by residents, shoppers and visitors.

MARKETING/PROMOTION

The Steinway Astoria Partnership's marketing and promotional activities are designed to attract customers and visitors to the district.

- ❖ Two new events were held on Steinway Street this past year. Santa on Steinway was held on Steinway Street and 31st Avenue. Kids were treated to visits with Santa who gave them a holiday toy; they had their faces painted and a kids musical program. The Steinway Something for Everyone brochure was handed out during the event. The Steinway Spring fling held in April in the municipal lot was also geared to children featuring painting on canvas, hat making, collage making, instrument playing and face painting. Both events had a good turnout and appreciative children and parents. The Steinway Deals booklet was distributed at the event and made available on the website. These events were funded by Council Member Constantinides.
- ❖ A comprehensive marketing campaign ran on Time Warner Cable on the following networks: the Cooking Channel, Food Network, Oxygen, Style and NY1 during the holiday season in December and again in May. This successful promotion elicited positive responses from the public.
- ❖ The successful movie theatre advertising campaign ran again at US/Regal Cinemas' 14 screen complex. The complex draws movie goers from every part of Queens and gets the word out about Steinway Street.
- ❖ Seasonal promotions were held including the semi-annual Steinway Sale Days and Street Fairs. The street fair in April held by the Central Astoria LDC featured an International Cultural Fest staged by the municipal lot was immensely successful in drawing visitors to Steinway Street.



SANITATION

The three person crew from Atlantic Maintenance, providing 7-day a week service, continued as a crucial component of maintaining the district as a pleasing place to shop. This coupled with the monthly graffiti removal program makes a significant difference in the district's cleanliness.

SECURITY

The surveillance camera project was completed the end of May. Thirty six cameras line the street as a deterrent to criminal activity and quality of life crimes such as dumping, graffiti and vandalism. The NYPD has access to the cameras which will aid them in apprehending offenders.

NEW TO STEINWAY STREET

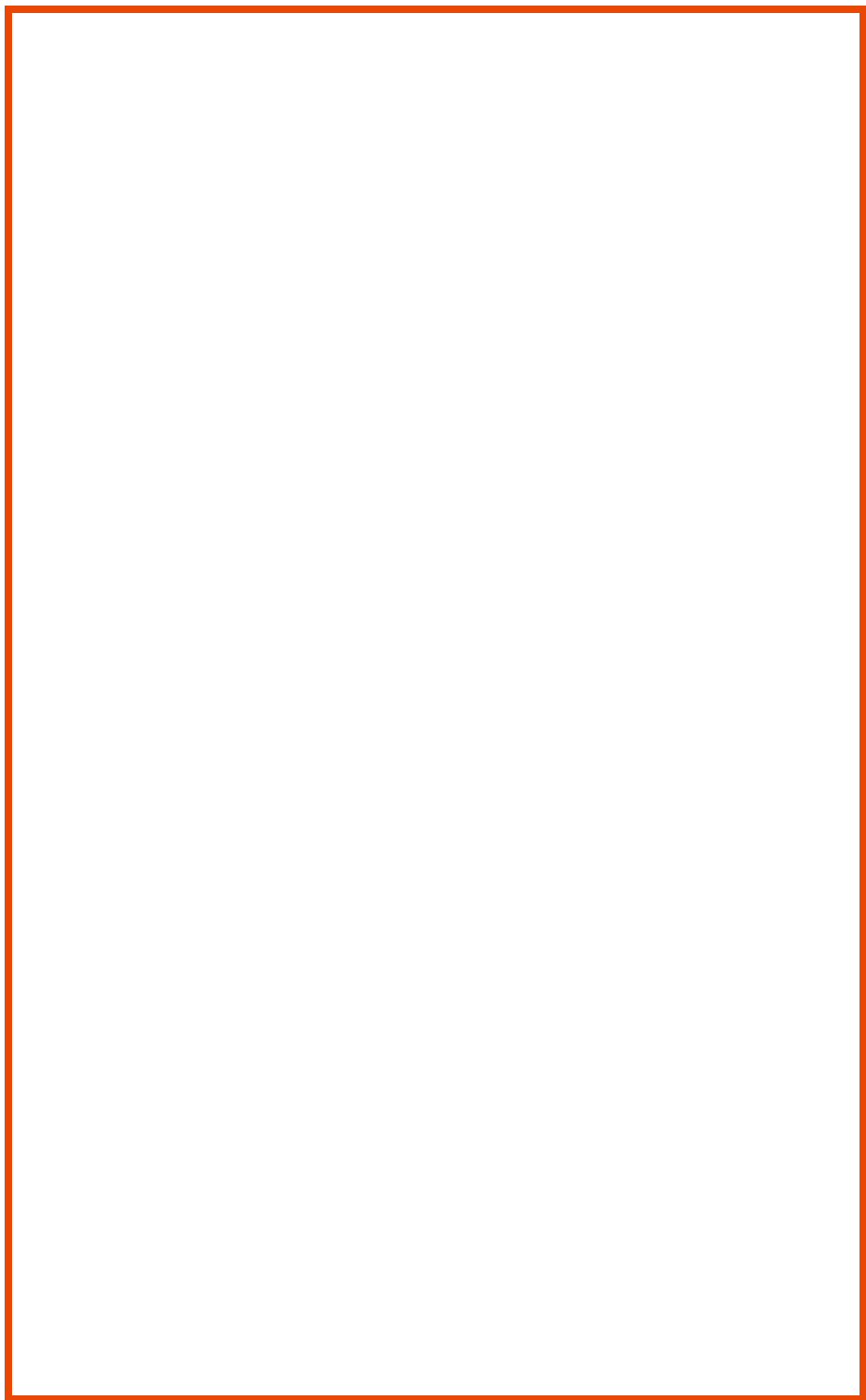
COMING SOON

SECTION II

Fiscal Year 2018 Goals

The Partnership's goals for fiscal year 2018 will center on the streetscape, maintenance, marketing and events.

- ❖ A comprehensive overhaul of the Steinway Business District has been proposed by Council Member Constantinides. Ideas include mid-block crossings, a gathering space, LPIS, and curb repair. Together with Queens Borough President Katz allocation for green spaces, this would be a boon for Steinway Street. This has been a long time goal of the Steinway Astoria Partnership; a part of its vision of a greener district and the overall streetscape project
- ❖ Marketing of the district through advertising and presenting more events in the district will be a goal in Fiscal Year 18. Events draw new shoppers and visitors to the area and is an opportunity to get the word about the district and distribute brochures. Marketing of the district will include various medium including theatre advertising, Time Warner Cable commercials, promotions with the Daily News and other print media
- ❖ Upgrading the website and a focused social media presence will be a focus in the coming fiscal year. This will be tied into theatre and web advertising.
- ❖ The maintenance of the district is crucial to keeping Steinway Street a shopper's destination. Continued cleaning and maintenance services for sidewalks and, ongoing graffiti removal, as well as maintenance of the street furniture, flower baskets and tree pits makes a noticeable difference in the aura of the district as well as removal of second story graffiti will be a constant goal



SECTION III
Fiscal Report/Budget

Financial Report 2017 **Budget 2018**

INCOME

Assessment	400,000	400,000
Fund Raising	9,500	9,500
Reserve Fund	0	26,800
Interest	500	500
Total Revenue	410,000	436,800

EXPENSES

General/Administrative

Management Fee	95,000	98,000
Audit/Accounting	5,500	5,500
Printing & Postage	500	500
Meetings, Dues & Fees	1,200	1,000
Insurance	1,000	1,000

Total Administrative **103,200** **106,000**

Program Services

Sanitation/Maintenance	143,900	163,600
Marketing/Promotion	45,000	50,000
Beautification	50,000	55,000
Security	30,000	32,000
Holiday Lighting/Sound	29,200	30,000

Total Program Services **298,100** **330,600**

Total Expense **401,300** **436,600**

Income/Expenses **8,700** **200**

SECTION IV

Organizational Information

BOARD OF DIRECTORS

CLASS A - Property Owners

Mr. Kevin Foley - President
Mr. Bruce Last - Executive Vice President
Ms. Karen Khejl - Director
Ms. Kelly Lagoudis - Director
Ms. Carole Nobel - Director
Mr. Dominic Pinto - Director
Mr. Richard Plush - Director
Mr. Paul Seiden - Director
Ms. Carol Wasserman - Director

CLASS B - Commercial Tenants

Mr. Tony Barsamian - Chairman
Mr. Sam Pirozzolo - Director
Mr. Larry Lakhathi - Secretary
Mr. Tony Mazzara - Director

CLASS C - Residential Tenants

Ms. Sharon Frances

CLASS D - Government Officials

Commissioner Gregg Bishop
NYC Department of Small Business Services
NYC Comptroller Scott M. Stringer
Queens Borough President Melinda Katz
NYC Councilman Costa Constantinides

Executive Director

Ms. Marie Torniali

SECTION V
Contracts

CONTRACTOR	SERVICE	AMOUNT	TERM
<i>Atlantic Maintenance Corp. 154 Conover Street Brooklyn, NY 11231 718-222-4549</i>	<i>Sanitation/Graffiti Removal</i>	<i>\$163,600</i>	<i>7/1/17-6/30/18</i>
<i>Central Astoria LDC, Inc. 25-69 38th Street Astoria, NY 11103 718-728-7820</i>	<i>Administrative Managerial</i>	<i>\$98,000</i>	<i>7/1/17 - 6/30/18</i>
<i>Illuminations by Arnold 68 Meserole Street Brooklyn, NY 11206 718-626-6100</i>	<i>Holiday Lights</i>	<i>\$28,000</i>	<i>11/1/17- 12/31/17</i>
<i>Con Star Inc. 235 Country Line Road Amityville, NY 11701.</i>	<i>Landscaping/ Maintenance</i>	<i>\$45,000</i>	<i>5/17 - 1/18</i>

Steinway

ASTORIA PARTNERSHIP

Steinway Astoria Partnership
25-69 38th Street
Astoria, NY 11103
718-721-8252

www.steinwaystreet.nyc