



**ANNUAL REPORT  
JULY 1, 2014 - JUNE 30, 2015**

**FISCAL YEAR '16 GOALS  
JULY 1, 2015 - JUNE 30, 2016**

**FISCAL REPORT FY 2015/FY 2016 BUDGET**

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## SECTION I

### *Review of 2014-2015*

2014-2015 marked the 24<sup>th</sup> anniversary of the business improvement district on Steinway Street. The Steinway Astoria Partnership has undertaken programs focusing on beautification of the streetscape, holiday lighting, marketing and promotion, security and sanitation. All programs are designed to enhance Steinway Street's reputation as a major retail hub.

### **BEAUTIFICATION**

The Steinway Astoria Partnership's beautification program provides a greener, pedestrian friendly, and pleasing environment for shoppers so that they enjoy their visit to Steinway. Benches, flower baskets, and tree pit plantings enhance Steinway's streetscape creating a visually pleasing atmosphere in which to shop, stroll, and relax.

- ❖ 28 flower baskets and 33 tree pits were planted with flowering plants and greenery and maintained through the summer and fall. During the winter months, the 28 flower baskets were planted with greenery with a poinsettia motif adding a festive touch.
- ❖ Garbage cans, tree guards, sidewalks, and benches were power washed.
- ❖ Graffiti on the second story of buildings on Steinway Street was removed. This complicated and time consuming undertaking made a huge positive impact on Steinway's streetscape. The project was funded by Council Member Constantinides.

### **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 with a large portion of activities centered during the holiday season.

- ❖ A print advertising campaign during the pivotal holiday season ran in the *Daily News* and the *Western Queens Gazette*. Web ads also ran on the *Daily News* website.
- ❖ A holiday coupon promotion highlighting various savings at Steinway businesses was initiated and ran in the *Daily News* and the *Western Queens Gazette* and was featured on [steinwaystreet.nyc](http://steinwaystreet.nyc) and Steinway's Facebook page.
- ❖ 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. This promotion elicited positive responses from the public.
- ❖ Seasonal and holiday promotions were held including the semi-annual Steinway Sale Days, two Street Fairs, and Santa on Steinway. Santa on Steinway, held in the Kids Playhouse, a business within the district, drew large numbers of children and parents who visited "Santa" then went shopping on Steinway. The Street Fairs were immensely successful in drawing visitors to Steinway this past year and May's sale days included a mini Art Show by local students.

## SANITATION

The district's aesthetic has seen a steady improvement with the seven day a week maintenance program. This coupled with the monthly graffiti removal program makes a significant difference in the district's cleanliness. Atlantic Maintenance also did an outstanding job clearing snow during last year's brutal winter.

## SECURITY

The surveillance camera project was completed on the three block stretch from 28th Avenue to Broadway with twenty-one cameras streaming live video; the project also provides free Wi-Fi to Steinway shoppers and visitors.

## SECTION II

### *Fiscal Year 2016 Goals*

The Partnership's goals for fiscal year 2016 will center on the surveillance project, marketing, beautification, branding, and green spaces.

- The surveillance camera project's final two blocks will be completed in fiscal year 16 and include Wi-Fi capability for shoppers' and visitors' convenience.
- Marketing of the district will include various mediums including posters on buses/bus shelters, videos in movie theatres, Time Warner Cable commercials, print media, web based advertising, and the Steinway website and Facebook page.
- It is anticipated that new green spaces will be added through a grant allocation from Queens Borough President Katz. The green spaces will be added to the surrounds of the Steinway Clock which is currently being refurbished and a green space will be constructed in the Municipal Lot.
- Banners will be recreated with the iconic Steinway Something for Everyone "people" images adding character and color to the branding of the district.
- New holiday decorations are in the works which will include two Welcome to Steinway Street signs on either end of the district.
- With the assistance of local elected officials additional bike racks will be installed at pivotal locations in the district such as in front of gyms, restaurants, subway stations and in the municipal parking lot.
- The maintenance and beautification of the district is crucial to keeping Steinway Street a shopper's destination. Continued cleaning and maintenance services for sidewalks, graffiti removal, and street furniture will be on going Flower baskets and tree pits will continue to be planted.

## Section III

### Fiscal Report

	FY 2015		FY2016
	Budget	Projected	BUDGET
<b>Income</b>			
Other income- Reallocations	10,000.00	10,000.00	10,000.00
Interest from banks	500.00	500.00	500.00
Fund raising street fair	9,500.00	9,500.00	9,500.00
Special Assessment			
Revenues	400,000.00	400,000.00	400,000.00
<b>TOTAL INCOME</b>	<b>420,000.00</b>	<b>420,000.00</b>	<b>420,000.00</b>
<b>Expense</b>			
<b>1 General &amp; Administrative</b>			
Management fee	83,000.00	84,000.00	84,000.00
Audit & Accounting	6,000.00	5,500.00	6,000.00
Printing & Postage	2,000.00	1,500.00	2,000.00
Meetings, Dues and Fees	2,000.00	1,500.00	2,000.00
Insurance	1,000.00	900.00	1,000.00
<b>Total General &amp; Administrative</b>	<b>94,000.00</b>	<b>93,400.00</b>	<b>95,000.00</b>
<b>2. Program Services</b>			
Holiday decorations	31,000.00	27,325.00	33,000.00
Marketing & Promotion	65,000.00	55,000.00	62,000.00
Sanitation service	120,000.00	120,000.00	120,000.00
Security service	55,000.00	58,000.00	55,000.00
Streetscape/Beautification	55,000.00	55,000.00	55,000.00
<b>Total 2. Program Services</b>	<b>326,000.00</b>	<b>315,325.00</b>	<b>325,000.00</b>
<b>TOTAL EXPENSE</b>	<b>420,000.00</b>	<b>408,725.00</b>	<b>420,000.00</b>
	0.00	11,275.00	0.00

## Section IV

### BOARD OF DIRECTORS

#### CLASS A - Property Owners

Mr. Kevin Foley - President  
Mr. Bruce Last - Executive Vice President  
Mr. Marc Schein - Executive Vice President  
Mr. Peter Damiani - Director  
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 Lakhati - Secretary  
Mr. Tony Mazzara - Director

#### CLASS C - Residential Tenants

Jill Hobi

#### CLASS D - Government Officials

Commissioner Maria Torres Stringer,  
NYC Department of Small Business Services  
NYC Comptroller Scott Stringer  
Queens Borough President Melinda Katz  
NYC Councilman Costa Constantinides

#### CLASS E - Interested Parties

Mr. Ken Chang  
Ms. Irene Stern

#### Executive Director

Ms. Marie Torniali

## SECTION V

### *Contracts*

<b>CONTRACTOR/TERM</b>	<b>SERVICE</b>	<b>AMOUNT</b>
Atlantic Maintenance Corp. 7/1/14-6/30/15 154 Conover St Brooklyn, NY 11231 718-222-4549	Sanitation/Maintenance Graffiti Removal	\$120,000
Central Astoria LDC, Inc. 7/1/14 - 6/30/15 25-69 38 Street Astoria, NY 11103 718-728-7820	Administrative/ Managerial	\$84,000
I Tech July 2014 - June 2015 39 Roselle Street Mineola, NY 11501	Surveillance Cameras	\$55,000
Landsite Inc. July 2014 235 Country Line Road Amityville, NY 11701	Landscaping/ Maintenance	\$45,000
Illuminations by Arnold 11/1/14- 12/31/14 312 Scholes Street Brooklyn, NY 11206 718-626-6100	Holiday Lights	\$25,000