



**ANNUAL REPORT
JULY 1, 2015 - JUNE 30, 2016**

**FISCAL YEAR '17 GOALS
JULY 1, 2016 - JUNE 30, 2017**

FISCAL REPORT FY 2016/FY 2017 BUDGET

TABLE OF CONTENTS

Section I - *Review of 2015-2016*

Beautification
Holiday Lighting
Marketing Promotion
Sanitation
Security

Section II

Fiscal Year 2017 Goals

Section III

Fiscal Report

Section IV

Organizational Information

Section V

Contracts

SECTION I - *Review of 2015-2016*

The Steinway Astoria Partnership, which will celebrate its 25th anniversary in October 2016, 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. The past year's programs focused on beautification and maintenance of the district as well as new marketing initiatives.

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.
- ❖ Graffiti on the second story of buildings on Steinway Street was removed. This complicated and time consuming undertaking makes a great positive impact on Steinway's streetscape. Trash receptacles, tree guards and benches were given a spring spruce up either by power washing or painting. These projects were funded by Council Member Costa Constantinides.

HOLIDAY LIGHTING

The holiday lighting program and sound system were installed for the holidays. New lighting was designed for the district including two *Welcome to Steinway* signs on either end, a big hit with businesses and shoppers alike. This 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 newly created movie theatre advertising campaign ran in UA/ Regal Kaufman Cinemas' 14 screen complex, located a few blocks from the Steinway business district. The complex draws moviegoers from the entire borough and beyond and was a successful mode of getting the word out about Steinway Street and its businesses.
- ❖ 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.
- ❖ Seasonal and holiday promotions were held including the semi-annual Steinway Sale Days in October and May, Street Fairs in April and August, and Santa on Steinway. The street fairs are always immensely successful in drawing visitors to Steinway Street to see its variety of retailers and restaurants. Santa on Steinway, held in Tut's Hub, a new restaurant within the district, drew large numbers of children and parents who visited "Santa" then went shopping on Steinway.
- ❖ Banners were recreated with the iconic *Steinway Something for Everyone* "people" images adding character and color to the branding of the district.
- ❖ A visual marketing seminar regarding merchandising messages, planning successful windows and the use of social media for marketing was held for Steinway's businesses in May. A Steinway Street "Something for Everyone" directory was created and mailed out to 5000 individuals in the newly created 11109 zip code to reach potential customers in the Long Island City area. Both the seminar

and directory were funded by Council Member Constantinides through NYC Small Business Services' Neighborhood Development Grant Initiative.

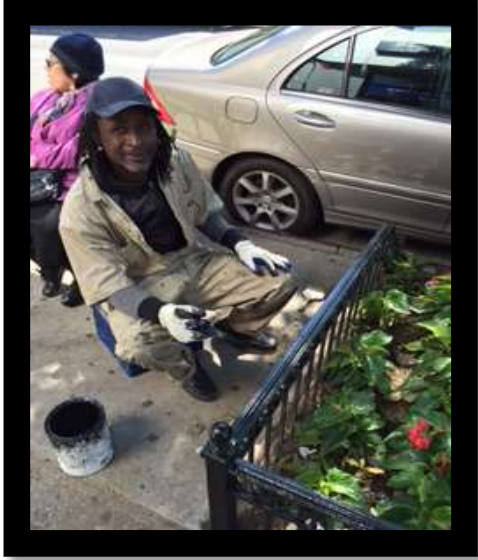
SANITATION

The district's aesthetic continues to see 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 ambiance and streetscape encouraging people to linger and shop. Additionally, through funding by Council Member Constantinides, a spring spruce up of the district in May and second story graffiti removal complements the efforts of the Steinway Astoria Partnership to do its utmost to maintain Steinway Street as a place to visit, linger and shop.

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 continues down to 35th Avenue.

**STEINWAY ASTORIA PARTNERSHIP AT WORK
FLOWERS, BANNERS, MAINTENANCE, EVENTS, SEMINARS**



SECTION II

Fiscal Year 2017 Goals

The Partnership's goals for fiscal year 2017 will center on marketing, beautification, and the streetscape.

- Marketing of the district will include various mediums including replicating the successful movie theatre campaign of last year, Time Warner Cable commercials, print media, web based advertising, and the Steinway website, Facebook and newly created Twitter feed.
- It is anticipated that new green spaces will be added through a grant allocation from Queens Borough President Katz. A green space will surround the Steinway Clock which has been refurbished after its destruction a couple of years ago. The clock is awaiting installation until the green space is constructed. Another green space will be constructed in the Municipal Lot.
- Bike rack locations scoped in 2016 with the Department of Transportation will be installed at pivotal locations in the district such as in front of gyms, restaurants, subway stations and the municipal parking lot. The request for mid-block crossings, an aesthetic and safety enhancement for the district, is awaiting the outcome of a study by the Department of Transportation
- 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.
- An event is being planned to foster the foundation laid by the Neighborhood Development Grant Initiative to draw new visitors to the district.

Section III

Fiscal Report

	FY 2016		FY2017
	Budget	Projected	BUDGET
Income			
Special Assessment	400,000.00	400,000.00	400,000.00
Fund raising street fair	9,500.00	9,500.00	9,500.00
Reallocations	10,000.00	10,000.00	0
Reserve Fund	0	15,000.00	18,1000
Interest	500.00	500.00	500.00
TOTAL INCOME	420,000.00	435,000.00	428,100.00
Expense			
1 General & Administrative			
Management fee	84,000.00	90,000.00	95,000.00
Audit & Accounting	6,000.00	6,000.00	6,000.00
Printing & Postage	1,000.00	1,000.00	1,000.00
Meetings, Dues and Fees	3,000.00	1,000.00	1,000.00
Insurance	1,000.00	1,000.00	1,000.00
Total General & Administrative	95,000.00	99,000.00	104,000.00
2. Program Services			
Sanitation/Maintenance	120,000.00	132,000.00	143,100.00
Marketing & Promotion	62,000.00	72,000.00	62,000.00
Beautification	55,000.00	48,000.00	55,000.00
Security service	55,000.00	55,000.00	35,000.00
Holiday Lighting/Sound	33,000.00	29,000.00	29,000.00
Total 2. Program Services	325,000.00	336,000.00	324,100.00
TOTAL EXPENSE	420,000.00	435,000.00	428,100.00
	0.00	0.00	0.00

Section IV

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. Larry Lakhati - 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 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

<u>CONTRACTOR/TERM</u>	<u>SERVICE</u>	<u>AMOUNT</u>
Atlantic Maintenance Corp. 7/1/15-6/30/16 154 Conover St Brooklyn, NY 11231 718-222-4549	Sanitation/Maintenance Graffiti Removal	\$ 132,000
Central Astoria LDC, Inc. 7/1/15 - 6/30/16 25-69 38 Street Astoria, NY 11103 718-728-7820	Administrative/Managerial	\$ 90,000
I Tech July 2015 - June 2016 39 Roselle Street Mineola, NY 11501	Surveillance Cameras	\$ 55,000
Landsite Inc. July 2015-June 2016 235 Country Line Road Amityville, NY 11701	Landscaping/ Maintenance	\$ 45,000
Illuminations by Arnold 11/1/15- 12/31/15 312 Scholes Street Brooklyn, NY 11206 718-626-6100	Holiday Lights	\$ 25,000