

# ANNUAL REPORT

## STEINWAY ASTORIA PARTNERSHIP

ANNUAL REPORT  
JULY 1, 2008 - JUNE 30, 2009

LOOKING AHEAD  
JULY 1, 2009 - JUNE 30, 2010

FISCAL REPORT  
FY 2009 and 2010 Budgets

# **TABLE OF CONTENTS**

**Section I**  
**Review of 2008-2009**  
Beautification  
Holiday Lighting  
Marketing Promotion  
Sanitation  
Security

**Section II**  
**Looking ahead to 2009-2010**

**Section III**  
**Fiscal Report**

**Section IV**  
**Organizational Information**

**Section V**  
**Contracts**

## SECTION I

### REVIEW OF 2008-2009

2008-2009 marked the eighteenth year since the creation of the business improvement district on Steinway Street. The Steinway Astoria Partnership, as it is now known, continues the work started in 1991 addressing the issues of the property owners and over three hundred businesses of Steinway Street

#### BEAUTIFICATION/IDENTITY DEVELOPMENT

The identity development project took off in 2008 and the Steinway Astoria Partnership and tag line "Steinway Something for Everyone" were adopted. The fostering of the new brand identity continues. The streetscape beautification project began in 2008 and is in different stages of development.

- ❖ 36 new banners with graphics reflecting "Something for everyone" were created and installed in the summer. These banners will alternate with the original Steinway Astoria Partnership branding banners created in 2008.
- ❖ Eco friendly tote bags with the new logo were once again created and distributed to thousands during the year at various free events in Astoria: concerts, movie nights, street fairs and sales days.
- ❖ 28 flower baskets with were installed within the district. The baskets are being maintained by the Landtek Company.
- ❖ An architect was retained to put together a plan required by the Department of Transportation for the installation of benches and information kiosks. The plan is currently at DOT awaiting approval.
- ❖ The district's trees were pruned sprucing up the look of the streetscape.
- ❖ The Steinway Astoria Partnership initiated a Tree Pit/Sidewalk Repair project to correct the dangerous and disheveled look of sidewalks uplifted by tree roots.

#### HOLIDAY LIGHTING

The installation of newly created arch type holiday lights and centerpieces illuminated Steinway Street from one end to the other, visually enhancing the spirit of the holiday. The Holiday Lighting event was held on November 30<sup>th</sup> with Santa distributing books and candy canes to all the children in attendance.

## MARKETING/PROMOTION

The Steinway Astoria Partnership's marketing and promotional activities are designed to attract customers and visitors to the district. A large portion of marketing/promotional activities are centered during the holiday season.

- ❖ The steinwaystreet.org website was upgraded in 2008 to attract a younger audience. All businesses in the district are encouraged to submit information on their establishment as well as provide links for inclusion on the website. A photograph or logo of each business accompanies the store listing. The Steinway Street commercial is also available for viewing on the website.
- ❖ A promotional campaign ran in the *Daily News* for the holiday season. The campaign featured a series of ads that advertised Steinway Street as the place to shop for the holidays and provided information on the various holiday promotions such as Santa on Steinway. Other promotional campaigns ran in the local *Western Queens Gazette* as well as *Hellas*, a Greek language publication.
- ❖ The Steinway Street Shopping Experience promotion on 95.5 WPLJ included 83 radio commercials; over 300 stream rolls on PLJ on line, and visits by the PLJ Party Patrol at the Santa on Steinway events.
- ❖ The semi annual Steinway Street fairs held in April and August drew thousands of visitors and residents to Steinway Street and were well received by participating merchants, residents and visitors alike. Two Steinway Street Sale Days, one in May and one in October, also promoted the district.
- ❖ The weekend appearances in December of Santa on Steinway are a holiday tradition. Santa was found at the Shoppe at Jackson Hewitt three Sundays during the season distributing gifts, and having his picture taken with all the children that visited him.

The Goliard Carolers strolled Steinway Street on Saturdays in December singing the sound of the season for holiday shoppers.

## SANITATION

Sanitation ranks at the top of the list of program members of the district point to as their number one concern and the Steinway Astoria Partnership addresses and satisfies this goal by supplementing the ongoing responsibilities of the store owners under local sanitation codes while maximizing the levels of productivity by the Department of Sanitation.

Through a contract with the Atlantic Maintenance Corporation, this goal has been achieved through the daily cleaning of sidewalks, sweeping of curbs, maintenance of litter baskets, and regular removal of graffiti and illegal printed materials from lampposts, street signs and building surfaces. The sanitation crew is on duty 7½ hours per day, 7 days per week, with an additional worker on weekends from May 15<sup>th</sup> through September 15<sup>th</sup> for a total of 6400 hours per year.

The entire length of the sidewalks of the district was steam cleaned this year to remove grime and grease that had accumulated over the years.

The Steinway Astoria Partnership is participating in the pilot Department of Sanitation Recycling program for pedestrians with two recycling cans on the corner of Broadway and Steinway. The Department of Sanitation services these receptacles regularly and indicates that after a slow start, the correct usage of the receptacles is improving.

Steinway Street continues to wage a war on graffiti. Through a contract with the Atlantic Maintenance Corporation, on a cyclical basis graffiti is removed from building surfaces, roll down gates, and the sides of buildings located at intersections. With the cooperation of the 114<sup>th</sup> Civ-Op, Newtown Road, a street on which many of the stores on Steinway Street have rear exits, has also been kept clean of graffiti. 234 incidents of graffiti were removed in 2008/2009.

The ongoing sanitation services provided by the Steinway Astoria Partnership maintenance crew continues to be the activity that is the most recognized by both the public and members of the District.

## SECURITY

Since April 1, 2004, the Steinway Astoria Partnership has retained the services of Epic Security. During normal business hours, a vehicle circulates throughout the district seven days a week with an additional patrol officer walking the district on Fridays and Saturdays. 3200 security hours were logged in 2008/2009.

The Board of Directors cognizant of the city wide drop in crime and the need to maximize the funds available to the District Management Association reevaluated the need for a large scale security presence in the business district in 2007. The scale down has had no impact on the safety of the district.

## SECTION II -LOOKING AHEAD TO 2009-2010

The Steinway Street District Management Association has started its beautification process and a new identity has been created. More emphasis will be placed on beautification of the district with an eye towards retail recruitment and a pedestrian pleasing shopping experience. Marketing and promotion will be geared toward the holiday season in the short term; once the beautification process is complete, a media kit will be pursued. Sanitation and graffiti removal services, a crucial component to beautification, will continue.

### **Beautification**

- # Flower baskets will be maintained and upgraded.
- # Upon approval from the Department of Transportation, benches and information kiosks will be installed within the district.
- # Stumps will be removed at several locations and trees will be planted.
- # The tree pit/sidewalk repair project will continue in fiscal year 2010 with the possible inclusion of tree pit enclosures.
- # Overgrown weeds will be removed and trash receptacles painted.
- # The banner program will be maintained.

### **Marketing/Promotion**

- # The brand identity will be promoted on the [steinwaystreet.org](http://steinwaystreet.org) website as well as a coupon book.
- # Print advertising campaigns during the pivotal holiday season will include the *Daily News*, *Hellas* and a Spanish language newspaper; bus advertising on several bus routes will start in November; and a media package with WPLJ for the holiday season has been contracted.
- # Seasonal and holiday promotions such as the semi annual Steinway Sale Days, street fairs, and Santa on Steinway will continue.

### **Holiday Lighting**

The holiday lighting program will be maintained. The holiday sound system will be reinstalled this year after the public outcry over its disappearance the last holiday season.

### **Sanitation/Maintenance**

The sanitation program's service hours and graffiti removal program will continue. The ongoing program is pivotal to ensuring that Steinway Street maintains a shopper friendly atmosphere. As the beautification process continues, expanding the sanitation program will be explored.

**Security** - The current security service and hours will be reevaluated in December 2009. The majority of the Board of Directors believes that the security budget can be lowered.

**Section IV**

**BOARD OF DIRECTORS**

**CLASS A - Property Owners**

Mr. Julian Wager - President  
Mr. Bruce Last - Executive Vice President  
Mr. Kevin Foley - Executive Vice President  
Mr. Marc Schein - Executive Vice President  
Mr. Peter Damiani - Director  
Ms. Kelly Lagoudis - Director  
Ms. Carol Nobel - Director  
Mr. Robert O'Reilly - Director  
Mr. Dominic Pinto - Director  
Mr. Richard Plush - Director  
Mr. Paul Seiden - Director

**Class B - Commercial Tenants**

Mr. Tony Barsamian - Chairman  
Mr. Sam Pirozzolo - Director  
Mr. Larry Lakhati - Secretary  
Ms. Kiki Fieger - Treasurer

**Class C - Residential Tenants**

Chris Damiani

**Class D - Government Officials**

Commissioner Robert Walsh, NYC Department of Small Business Services  
NYC Comptroller William Thompson  
Queens Borough President Helen Marshall  
NYC Councilman Peter Vallone, Jr.

**CLASS E - Interested Parties**

Mr. Ken Chang  
Mr. Michael Friedman  
Ms. Irene Stern

**Executive Director**

Ms. Marie Torniali

**Section V**

**CONTRACTS**

<b><u>CONTRACTOR</u></b>	<b><u>SERVICE</u></b>	<b><u>AMOUNT</u></b>	<b><u>TERM</u></b>
Atlantic Maintenance Corp. 154 Conover Street Brooklyn, NY 11231 718-222-4549	Sanitation/Graffiti Removal	\$72,000	7/1/09 - 6/30/10
Epic Security Broadway New York City, NY 10023 212-580-3434	Security	\$55,000	7/1/08 - 6/30/09
Central Astoria LDC, Inc. 25-69 38 <sup>th</sup> Street Astoria, NY 11103 718-728-7820	Administrative Managerial	\$58,000	7/1/07 - 6/30/10
Illuminations by Arnold 68 Meserole Street Brooklyn, NY 11206 718-626-6100	Holiday Lights	\$26,400	11/1/08 - 12/31/08
Landtek Group 235 Country Line Road Amityville, NY 11701	Flowers Baskets/ Maintenance	\$17,780	May 2009
95.5 WPLJ Atlanta, GA 30384	Advertising	\$ 8,500	November 2008
Five Boro Flag 220-34 Jamaica Ave. Queens Village, NY 11428	Banners	\$ 6,000	July 2009
Anthony Cucich 37-02 Astoria Blvd. Astoria, NY 11103	Architect	\$ 4,000	May 2009