

# ANNUAL REPORT

## STEINWAY ASTORIA PARTNERSHIP

ANNUAL REPORT  
JULY 1, 2009 - JUNE 30, 2010

LOOKING AHEAD  
JULY 1, 2010 - JUNE 30, 2011

FISCAL REPORT  
FY 2010 and 2011 Budgets

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## SECTION I

### REVIEW OF 2009-2010

2009-2010 marked the nineteenth 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 Steinway Astoria Partnership fostering its brand identity and tag line "*Steinway Something for Everyone*" continues. The streetscape beautification project is in different stages of development.

- ❖ The new banners with colorful characters reflecting "*Something for Everyone*" have struck a chord with the public and have become synonymous with Steinway Street. The graphics were also used in the bus shelter marketing campaign and will be used for the new website.
- ❖ The flower baskets are once again in bloom with ivy geraniums adding a burst of color to the street. The baskets are being maintained by the Landtek Company to ensure the optimal health and beauty of the new plantings.
- ❖ The bench project is moving along. The Department of Transportation along with the Steinway Astoria Partnership submitted the required plan to install 38 benches to the Public Design Commission in June. A modification to the plan that would mesh all the various streetscape elements was requested by the Design Commission. The Partnership is working with DOT's design team to modify the plan for resubmission at the earliest possible date.
- ❖ Steinway Street was the recipient of close to sixty new trees thanks to the NYC Department of Parks – pin oaks for the most part and some flowering cherries. This greening project has created a more pleasing environment for the district. The project is still in flux; some existing damaged trees are to be removed and replaced and the tree pits that were overextended to repair the sidewalk uprooting will be restored. Some tree pits will be flowered and tree guards installed with a grant from Councilmember Peter Vallone Jr.

#### **HOLIDAY LIGHTING**

The installation of unique arch type holiday lights and centerpieces illuminated Steinway Street from one end to the other, visually enhancing the spirit of the holiday. The sound system was installed for the duration of the holiday season adding to the spirit of the season.

#### **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 Cemusa bus shelter advertising campaign "*Something for Everyone*" was hugely successful. The colorful Steinway store directory appeared in twenty bus shelters in Astoria, Long Island City, Sunnyside and Woodside during the holiday season drawing shoppers from these areas to Steinway Street for their holiday shopping. Other promotional campaigns ran in the local *Western Queens Gazette* and *Astoria Times* as well as *Hellas*, a Greek language publication.

- ❖ The Steinway Street Shopping Experience promotion on 95.5 WPLJ included 163 radio commercials; over 300 stream rolls on PLJ online, 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 Steinway Astoria Partnership participated in Make Music New York on June 21<sup>st</sup> meshing a sidewalk sale with various performers as well as clowns and face painters.
- ❖ The weekend appearances in December of Santa on Steinway are a holiday tradition. Santa was found at Santa's Shoppe at Jackson Hewitt three Sundays during the season distributing gifts, and had his picture taken with all the children that visited him.
- ❖ Thousands of Steinway tote bags were given away at various events including street fairs, Santa promotions, local events and concerts.

### SANITATION

Sanitation ranks at the top of the list of programs 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 6,400 hours per year. According to Atlantic Maintenance close to 40,000 bags of trash were collected during the year.

Steinway Street continues to wage a war on graffiti. Through a contract with the Atlantic Maintenance Corporation, graffiti is removed on a cyclical basis 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 been kept clean of graffiti. 134 instances of graffiti were removed during the year.

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

The Steinway Astoria Partnership retains the services of Epic Security. During normal business hours, a vehicle circulates throughout the district seven days a week.

The Board of Directors cognizant of the citywide drop in crime and the need to maximize the funds available to the District Management Association reevaluated the security program and will invest in surveillance cameras for the district rather than an on site security officer.

## SECTION II -LOOKING AHEAD TO 2010-2011

The Steinway Street District Management Association has started its beautification process and a new identity has been created. Emphasis will continue to be placed on beautification of the district to create a friendly and pleasing shopping experience. Once the beautification process is complete, a media kit will be pursued. Sanitation and graffiti removal services, a crucial component to beautification, will continue. Marketing and promotion will be geared towards keeping the Steinway Street name in the forefront through exposure in various media outlets.

### **Beautification**

- ✚ Flower baskets will be maintained and upgraded.
- ✚ Upon approval from the Public Design Commission 38 benches will be installed within the district.
- ✚ Damaged trees will be removed at several locations and be replaced with saplings.
- ✚ New trash receptacles will be purchased and existing receptacles painted.
- ✚ The banner program will be maintained and expanded to include new banners to promote the merchant coupons on the new website.

### **Marketing/Promotion**

- ✚ The Steinway Street shopping experience *Something for Everyone* will be promoted on the steinwaystreet.org website which is undergoing a complete overhaul to reflect the brand identity. Other pages on the website will include a 'Deals' page for merchant coupons, Business Directory, Doing Business page to include demographics, surveys, small business resources, and a Real Estate page listing available retail space.
- ✚ Print advertising campaigns during the pivotal holiday season will run in the *Western Queens Gazette*, the *Astoria Times* and *Hellas*.
- ✚ The successful bus shelter advertising campaign will resume in time for the holiday season.
- ✚ A media promotion with Time Warner Cable to run on New York 1 will commence in August with high emphasis during the holiday season.
- ✚ Store Directories to be installed on building facades will be researched as will the possibility of window dressing vacant stores.
- ✚ Seasonal and holiday promotions such as the semi annual Steinway Sale Days, street fairs, and Santa on Steinway will continue. A Halloween Painting Contest whereby local school children paint Halloween scenes on participating merchants' windows will be resurrected. Steinway tote bags will be given out at all events.

### **Holiday Lighting**

The holiday lighting program and sound system will be maintained.

### **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. The sanitation/maintenance program will be expanded to include street furniture and tree pit maintenance.

**Security** - The current security service has been reevaluated. After several meetings on the subject, the Board of Directors voted to eliminate security's current program and invest in surveillance cameras.

## 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. Kelly Lagoudis - Director  
Ms. Carole Nobel - Director  
Mr. Robert O'Reilly - 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  
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 John Lui  
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	7/1/09 - 6/30/10
Central Astoria LDC, Inc. 25-69 38 <sup>th</sup> Street Astoria, NY 11103 718-728-7820	Administrative Managerial	\$58,000	7/1/09 - 6/30/10
Illuminations by Arnold 68 Meserole Street Brooklyn, NY 11206 718-626-6100	Holiday Lights	\$26,400	11/1/09 - 12/31/10
Landtek Group 235 Country Line Road Amityville, NY 11701	Flowers Baskets/ Maintenance	\$16,380	May 2010
95.5 WPLJ Atlanta, GA 30384	Advertising	\$11,500	November 2009
Anthony Cucich 37-02 Astoria Blvd. Astoria, NY 11103	Architect	\$ 4,000	May 2009