



ANNUAL REPORT
STEINWAY ASTORIA PARTNERSHIP

ANNUAL REPORT
JULY 1, 2010 - JUNE 30, 2011

LOOKING AHEAD
JULY 1, 2011 - JUNE 30, 2012

FISCAL REPORT
FY 2011 and 2012 Budgets

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SECTION I REVIEW OF 2011-2012

2010-2011 marked the 20th anniversary 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

The Steinway Astoria Partnership will be seeing the fruit of its labors in its long time awaited beautification project. The project intended to make the street a greener, pedestrian friendly and cohesive street has made significant progress.

- ❖ The streetscape project meshing various streetscape elements gained formal approval from the Public Design Commission in January 2011. This marked a milestone in this long and arduous process. Benches have been ordered, new garbage receptacles are planned, and the greening of various locations on Steinway Street such as the Steinway Clock and adjacent to the parking lot are planned
- ❖ The flower baskets are once again in bloom with ivy geraniums adding a burst of color to the street.
- ❖ 13 additional tree guards were installed in the district. The 28 tree pits surrounded by guards were planted with flowers and foliage. Both planting projects are maintained with a contract with GPS and enhance the streetscape of Steinway Street.
- ❖ The new trees planted last year on Steinway Street are blooming. This greening effort enhances the Steinway Street Partnership's vision for a greener urban street.

HOLIDAY LIGHTING

The holiday lights were changed to a more traditional and colorful holiday decoration to visually enhance and illuminate the district with the spirit of the holidays. 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 cable promotion on New York 1 commenced in August 2011 with high emphasis during the holiday season and is running through June 2011. The run has been well received by the public.
- ❖ 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 as well as the *Daily News*.
- ❖ The Steinway Street shopping experience *Something for Everyone* was the foundation for the complete overhaul of the steinwaystreet.org website. The new website is consumer and business

friendly, providing information on all Steinway businesses to shoppers and resources and promotional possibilities to businesses. The website includes a Business Directory, Doing Business Page, Community Information and Resources, and Small Business Resources. Of special interest to Steinway Street businesses is a 'Deals' page where they may post any promotions or coupons for shoppers. The website also includes a Real Estate page where property owners may list available retail space.

- ❖ The semi annual Steinway Street fairs held in October and May. The May Street fair was combined with the semi annual sale days for the first time which drew thousands of visitors and shoppers to Steinway Street for the three day event. Another Steinway Street Sale Days was held in October, and participation in Make Music New York on June 21st also promoted the district. 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 holiday season where free pictures were taken.

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 15th through September 15th for a total of 6,400 hours per year. According to Atlantic Maintenance close to 45,000 bags of trash were collected during the year.

Graffiti removal on a cyclical basis from building surfaces, roll down gates, and the sides of buildings located at intersections allows Steinway Street to avoid the stigma of graffiti blight. 194 instances of graffiti were removed during the year.

SECURITY

The Board of Directors cognizant of the need to maximize the funds available to the District Management Association reevaluated the security program and curtailed the on site guard program to refocus the program on surveillance cameras. The Security Committee has been meeting with surveillance camera providers to ascertain the best system suited for the length of Steinway Street.

SECTION II -LOOKING AHEAD TO 2011-2012

Emphasis will be placed on beautification of the district to create a pedestrian friendly and pleasing shopping experience. The Board of directors of the Steinway Astoria Partnership has determined that beautification will be the number one priority and resources will be dedicated to this endeavor the next fiscal year. Marketing and promotion will take a back seat until the majority of the beautification efforts are completed. Maintenance services will be expanded to include maintenance of street furniture as well as sanitation and graffiti removal, all crucial components of beautification. Resources will also be allocated to the implementation of a surveillance camera project for the district.

Beautification

- + 55 benches will be installed within the district: 30 in summer 2011; the balance in 2012.
- + New trash receptacles will be purchased in 2012.
- + 28 flower baskets will be maintained. With the approval of the Public design Commission, the baskets will now be up year round and will be planted both in the summer and winter. The baskets will be maintained by G.P.S. Industries to ensure the optimal health and beauty of the new plantings.
- + More tree guards will be purchased. All tree pits with guards will be planted with flowers and foliage
- + The banner program will be maintained and possibly expanded with sponsored banners.
- + The Steinway Astoria Partnership will research possible locations for greening such as the Steinway Clock and adjacent to the parking lot.

Marketing/Promotion

- + Print advertising campaigns during the pivotal holiday season will run in the *Western Queens Gazette* and other community newspapers.
- + The successful bus shelter advertising campaign will resume in time for the holiday season.
- + Seasonal and holiday promotions such as the semi annual Steinway Sale Days, street fairs, and Santa on Steinway will continue.

Holiday Lighting

The current holiday lighting program and sound system will be maintained.

Sanitation/Maintenance

The sanitation program's service hours and graffiti removal program will be expanded to include street furniture maintenance.

Security - Surveillance cameras will be installed the length of the district. The entire project is expected to take two years.

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

<u>CONTRACTOR</u>	<u>SERVICE</u>	<u>AMOUNT</u>	<u>TERM</u>
Atlantic Maintenance Corp. 154 Conover Street Brooklyn, NY 11231 718-222-4549	Sanitation/Graffiti Removal	\$72,000	7/1/09 - 6/30/10
Central Astoria LDC, Inc. 25-69 38 th 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
GPS Industries 235 Country Line Road Amityville, NY 11701	Flowers Baskets/ Maintenance	\$16,380	May 2010
Time Warner Cable			