



# ANNUAL REPORT

ANNUAL REPORT  
JULY 1, 2011 - JUNE 30, 2012

LOOKING AHEAD  
JULY 1, 2012 - JUNE 30, 2013

FISCAL REPORT  
FY 2012 AND 2013  
BUDGETS

# **TABLE OF CONTENTS**

**Section I**  
**Review of 2011-2012**  
Beautification  
Holiday Lighting  
Marketing Promotion  
Sanitation  
Security

**Section II**  
**Looking ahead to 2012-2013**

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

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

**Section V**  
**Contracts**

## **SECTION I REVIEW OF 2011-2012**

2011-2012 marked the 21<sup>st</sup> anniversary of the business improvement district on Steinway Street. The Steinway Astoria Partnership, as it is now known, has undertaken programs focusing on the enhancement of the district's streetscape the past year and intends to expand these efforts in the coming year.

### **BEAUTIFICATION**

The Steinway Astoria Partnership's beautification efforts are intended to make the street a greener, pedestrian friendly, interlocked street and great strides have been made in this endeavor with flower baskets, benches, trash receptacles, and flowering tree pits with surrounds.

- ❖ Fifty two benches have been installed on Steinway Street. The long awaited benches mesh the street and give shoppers the opportunity to sit and enjoy the ambiance of flower baskets, trees, plantings and, of course, shopping on this very linear street. Compliments galore from shoppers and the neighborhood have flooded the BID office regarding the sense of neighborhood created by the benches and flower baskets giving rise to a pleasurable shopping experience on Steinway Street.
- ❖ Twenty eight flower baskets and twenty eight tree pits are again in bloom in the district. These greening efforts go a long way in enhancing the streetscape of Steinway Street. Both planting projects are maintained - watering, replacing any dead plants, weeding and mulching - through a contract with GPS Industries.
- ❖ Twenty new trash receptacles bearing the Steinway Astoria Partnership name were placed on the street in May. These functional receptacles are also attractive - another step in maintaining cleanliness levels and enhancing the streetscape of Steinway Street.

### **HOLIDAY LIGHTING**

The holiday lights were changed two years ago 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. Traditionally a large portion of marketing/promotional activities are centered during the holiday season. Last year, marketing and promotional efforts were scaled down to meet the needs of Steinway's beautification efforts.

- ❖ The Steinway Street shopping experience *Something for Everyone* is at the core of the [steinwaystreet.org](http://steinwaystreet.org) website and used as a marketing tool. The 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, Events Info, 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.

- ❖ Two semi annual Steinway Street fairs were held in August and April. The streets fair draw thousands of visitors and shoppers to Steinway Street. Steinway Street Sale Days were held in October and May also promoting 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 photos with Santa and gifts were given to all children who visited.
- ❖ A Peter Rabbit Promotion was held in April featuring Peter Rabbit celebrating spring by handing out candy to all shoppers.

### SANITATION

Sanitation ranks at the top of the list of programs at the foundation of Steinway Street's vitality as a premier shopping district. The Steinway Astoria Partnership has satisfied 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 was 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>. However, more hours were necessary for optimal cleaning levels in the district. As of May 15<sup>th</sup>, there is a crew of three workers on Steinway Street. This arrangement allows for additional street cleaning, use of a vacuum in early morning hours as well as systematic cleaning of benches and trash receptacles. An annual cleanup of street furniture was also done in May. According to Atlantic Maintenance close to 46,000 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. 200 instances of graffiti were removed during the year.

### SECURITY

The Steinway Street DMA has reevaluated its security program. The Security Committee has received proposals from various surveillance camera providers and is awaiting cost breakdowns/

scope of services suited for the length of Steinway Street from two providers.

## SECTION II -LOOKING AHEAD TO 2012-2013

Emphasis will to 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 continue to be the number one priority and resources will be dedicated to this endeavor the next fiscal year. Marketing and Promotional efforts will be reinstated to keep the Steinway name in the forefront. Maintenance services will be expanded to include maintenance of street furniture as well as sanitation and graffiti removal, al crucial components of beautification.

### **Beautification**

- ✚ A full scale landscape project proposal is being undertaken in conjunction with Community board One, and the Central Astoria LDC. The proposed project will include the Steinway Street business improvement district area and adjacent blocks north to Astoria Boulevard and south to Northern Boulevard as well as the Grand Central parkway.

Various elements such as sidewalk reconfiguration and new curbing, sidewalk pavers, site furnishing, light replacement, green spaces, information kiosks, and way finding signage will be adapted for the Steinway Street Business Improvement District area only. The Grand Central Parkway portion calls for decking of the parkway from 31st Street to Steinway Street for parking, a tech building, plazas and green spaces. The project will be presented to Congresswoman Carolyn Maloney who will take the lead in possible funding for this community project that will benefit Astoria.

- ✚ 28 flower baskets and 28 tree pits will be planted and maintained in the spring. Holiday foliage will be planted in December. The baskets and tree pits will be maintained by G.P.S. Industries to ensure the optimal health and beauty of the new plantings.
- ✚ The Steinway Astoria Partnership banners will be recreated with the opportunity for sponsorship for members only.
- ✚ An additional six tree guards will be installed an ongoing effort to eventually have every tree pit surrounded and planted.

## **Marketing/Promotion**

- ✚ Print advertising campaigns during the pivotal holiday season will run in the Western Queens Gazette and the Daily News and other publications
- ✚ The successful Cemusa bus shelter advertising campaign will be recreated for the holiday season.
- ✚ Seasonal and holiday promotions such as the semi annual Steinway Sale Days, street fairs, and Santa on Steinway will continue.
- ✚ The Steinway Astoria Partnership website will be maintained; members will be encouraged to make full use of marketing opportunity of the website.

## **Holiday Lighting**

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

## **Sanitation/Maintenance**

The sanitation program's service hours of seven day a week service with a crew of three will be maintained as will the monthly graffiti removal program to include street furniture maintenance.

**Security** - A surveillance cameras provider will be selected and the project implemented. The Steinway Astoria Partnership is relying on some funding from Council Member Vallone to augment this effort. The entire project is expected to take two years from inception.

## 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  
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	\$76,000	7/1/11 - 6/30/12
Central Astoria LDC, Inc. 25-69 38 <sup>th</sup> Street Astoria, NY 11103 718-728-7820	Administrative Managerial	\$75,000	7/1/11 - 6/30/12
Illuminations by Arnold 68 Meserole Street Brooklyn, NY 11206 718-626-6100	Holiday Lights	\$28,000	11/1/11 - 12/31/11
GPS Industries 235 Country Line Road Amityville, NY 11701	Flowers Baskets/ Maintenance	\$36,000	May 2011