



## STEINWAY ASTORIA PARTNERSHIP BOARD OF DIRECTORS

The Steinway Street District Management Association (DMA) is the governing body responsible for the day to day administration of the Steinway Astoria Partnership. The District Management Association is made up of a volunteer Board of Directors representing property owners, tenants, residents, and designees of the Mayor of New York City, The Comptroller, the Borough President and the City Council.

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**FOR INFORMATION  
CONTACT**

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Executive Director

### STEINWAY ASTORIA PARTNERSHIP

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## Bus Stop Directory Points To Steinway Street

Shoppers heading out with a purchase in mind, or those just out for a bargain will now find themselves facing all that Steinway Street has to offer on color-coded store directories posted at bus stops in several Queens' neighborhoods. The bus shelter advertising campaign *Something for Everyone*, sponsored by the Steinway Astoria Partnership, is designed to draw shoppers from Astoria, Long Island City, Sunnyside and Woodside to Steinway Street by offering a list of shops and stores located on the strip.

The colorful directory of stores is presently displayed at 20 bus stops in the above-mentioned neighborhoods - just in time for the holiday shopping season.



Located at: 21<sup>st</sup> Street  
between 35<sup>th</sup> & 36<sup>th</sup> Avenue

## Steinway Lights Up The Holiday Season

The Steinway Astoria Partnership added sparkle to this year's early holiday shopping season by again sponsoring holiday lights and music along Steinway Street.

Holiday lights, a Steinway Street tradition, have been shining above the shopping district for more than 80 years.

The lights, along with Christmas Carols that play from speakers along the strip, provide a festive mix for shoppers who head to Steinway Street for the best bargains at the hottest stops and shops in Queens.



## Santa's Back On Steinway Street!

The sound of jingle bells and tiny reindeer will fill the skies over Steinway Street on December 6<sup>th</sup>, 13<sup>th</sup> and 20<sup>th</sup> when Santa returns to share the magic of Christmas with children - young and old.

Smiles of wonder and anticipation will fill the faces of children as they share their holiday wishes with the jolly old elf at the Jackson Hewitt Tax Services office at 28-17 Steinway Street.

Santa's elves will be on hand at Jackson-Hewitt to capture the magic in a photo surprise that kids and parents will cherish for years to come. Each child will receive a gift from Santa, along with a Christmas hug and a "Ho! Ho! Ho!"

The WPLJ 95.5 FM Party Patrol will be on hand to welcome youngsters to Santa's Winter Wonderland - and offer them a spin on the WPLJ Party Wheel for a chance at free prizes.

Children may visit Santa at Jackson-Hewitt from noon to 4 p.m. on December 6<sup>th</sup>, 13<sup>th</sup> and 20<sup>th</sup>, courtesy of the Steinway-Astoria Partnership with the cooperation of Jackson-Hewitt Tax Service.

Santa will visit with youngsters in his "Winter Wonderland" - a gift to the children of Astoria and Long Island City created several years ago by students at the Queens School of Career Development.





THE STEINWAY  
ASTORIA PARTNERSHIP  
IS PLEASED TO WELCOME  
THE FOLLOWING BUSINESSES  
TO STEINWAY STREET:

**PSCH**  
28-18 Steinway Street

**Steinway Mini Mall**  
28-41 Steinway Street

**Chase Bank**  
28-56 Steinway Street

**Panorama Restaurant Café**  
30-10 Steinway Street

**NYC Shoes**  
30-13 Steinway Street

**Nicole's Accessories**  
30-23 Steinway Street

**MetroPCS**  
30-27 Steinway Street &  
32-70 Steinway Street

**Yamashiro Japanese Cuisine**  
30-27 Steinway Street

**New Kidz On The Block**  
30-33 Steinway Street

**Jasmine Boutique NY**  
30-38 Steinway Street

**Yi Pin Fashion**  
30-74 Steinway Street

**Diki Day Care Center**  
30-81 Steinway Street

**Super Steinway Discount Store**  
30-93 Steinway Street

**Game Champ**  
31-52 Steinway Street

**Lilac Service - Acupuncture**  
31-58 Steinway Street

**All Access Dental**  
31-74 Steinway Street

**Baby Blue**  
31-75 Steinway Street

**KLM Deli/Grocery**  
32-18 Steinway Street

**Astoria Furniture**  
32-20 Steinway Street

**Azteca Pride Restaurant**  
32-41 Steinway Street

**Jasmin Furniture, Inc.**  
32-68 Steinway Street

#### COMING SOON

**Liberty Tax Service**  
28-10 Steinway Street

**Dunkin Donuts**  
32-46 Steinway Street

## Newspaper Holiday Campaign Shines Steinway

Shoppers who make a list and check it twice will find their best bargains on Steinway Street this holiday season, thanks to a newspaper advertising campaign sponsored by the Steinway Astoria Partnership. Ads and articles highlighting the Steinway shopping experience will appear in the *Queens Gazette*, the *Astoria Times*, and the Greek language newspaper *Hellas*. The campaign will run through December, letting shoppers know that Steinway Street has everything they need to fill their stockings with holiday joy.

Recent articles on Steinway and Astoria are attached to this newsletter.



## Steinway Street Hits The Airwaves And Cyber Space

A radio campaign designed to draw shoppers to Steinway Street this holiday season will hit the airwaves on December 1 with a series of promotional spots, broadcast stream commercials and "e" blasts on WPLJ 95.5FM.



The promotion includes advertisements WPLJ.com - a sure hit with cyber shoppers browsing for the best bargains of the 2009 holiday season.

The campaign will continue through the end of December on "WPLJ," the spot on your FM dial where holidays go to celebrate!

The Steinway Astoria Partnership *Enter to Win Theatre Ticket* promotion will also be featured on WPLJ. A drawing will be held before the Holidays giving five lucky Steinway shoppers a pair of theatre tickets - a thank you for shopping in the district.

## NYC Penalty Relief Program A Boost To Business

Business owners who are facing penalties for defaulting on payments on a variety of violations issued by city agencies may now be able to take advantage of a reduced payment plan authorized by Mayor Michael Bloomberg and the City Council.

The New York City Penalty Relief Program is a three-month program that allows businesses (and homeowners) to resolve Environmental Control Board (ECB) violations that are currently in default. The program applies only to violations that were scheduled for a hearing prior to May 1.

Business owners applying to the program may resolve their default violations by paying the base line fine. Applicants will not have to pay additional penalties, late fees or interest.

Owners who received a violation for a condition that can be corrected must complete repairs, etc. prior to applying to the program. ECB violations are issued for sanitation, buildings and other quality of life conditions including dirty sidewalks, illegal posting of handbills and other notices, vending in a restricted area, unlicensed vending, sidewalk obstruction and failure to post permits.

Business owners who would like to take advantage of the program may apply on line by visiting NYC Penalty Relief Program and clicking on the "Application" link.

Applicants will be contacted by a representative of the NYC Department of Finance who will assign you a case number, verify your number of default violations and advise you of the total amount you owe, along with the reduced amount you may pay to resolve the debt.

Applications must be received by December 21, 2009 to qualify for the program.

