



Steinway Astoria Partnership

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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New Banners Brighten Up the Street



The Steinway Astoria Partnership is pleased to announce the arrival of new Sponsored Banners along Steinway Street. After months of careful planning, our printer has delivered a tremendous finished product that brings new life to Steinway. We would like to extend a very special thank you to our Sponsors for supporting the project: Central Astoria LDC, Coconut Brazil Boutique, GNC, Grand Bazaar, I- Spa, Jackson Hewitt, Lincoln Hallmark, Mortgage World Bankers, Prato Men's Outlet, Primor Factory Warehouse, The Queen's Gazette, Realty Executives Today, Rizzo's Pizza, and Top Gun.

Although it is clear to see that banners brighten up the street, the benefits of these installations stretch beyond just intrinsic qualities. Banners provide a cohesive image throughout the business district and contribute to a visible identity. This identity promotes the brand that is Steinway Street to visitors and shoppers along the street. They are an important tool for district beautification and continued success of businesses within the area. Be sure to take a look as you stroll down the street, taking in everything that fall in Astoria has to offer.

Retail Attraction in Full Swing

Our ongoing collaborative effort with the Central Astoria LDC to bring retailers to Steinway Street that meet the needs of our residents, while providing a framework for the continuing success of the Steinway retail district, is continuing as planned. The Steinway Astoria Partnership has reached out to numerous retail representatives and property owners to attract retailers to the corridor, and we continue to provide them with up to date information on the available spaces along the street. The overall response has been positive, and we are continuing our constant efforts to bring the best retailers and restaurateurs to the most bustling and beautiful shopping district in Queens.

The **Executive Summary** of this project contains an analysis of market data, physical conditions, local business mix, and competitive districts, as well as interviews with stakeholders, merchants, and residents in the community. The results of a community survey undertaken by the Partnership are also detailed in the report. Similarly, our **Marketing Materials** summarize the data into concise packages.

If you, or anyone you know, are interested in receiving a copy of the **Executive Summary: Retail Analysis and Business Attraction for Steinway Street** or the **Marketing Materials** you can contact the office by phone at (718) 721-8252 or via email at marie@steinwaystreet.org. An electronic copy of the Summary is also available in the **Publications** section of our website at www.steinwaystreet.org/about-us/publications/. Help us continue to work towards making Steinway *the* place to live, work, and visit. Spread the word today!



The Steinway Astoria Partnership is pleased to welcome the following businesses to Steinway Street:

Express Pawn Cyber Café
30-22 Steinway Street

Tsakiris Mallas
31-43 Steinway Street

Deals
32-75 Steinway Street

Top in Town Wireless
32-78 Steinway Street
(New Location)

Foodtown Supermarket
34-14 Steinway Street

Annual Street Fair Draws Thousands



The annual Steinway Astoria Partnership Street Fair, held on August 11th along Steinway Street, brought together vendors, shoppers, and performers for a day of fun excitement. People from all over the neighborhood, the borough, and the City as a whole came out to enjoy the beautiful weather. There was plenty to do, as vendors selling everything from handbags and sunglasses to fried dough and lemonade stretched from 28th Ave. to Broadway. There was truly something for everyone, with games for the kids, shopping and strolling for the adults, and of course, great food for all.

Street fairs are a great way to draw visitors to the neighborhood. People from all over the area are able to take note of the districts' shopping and dining opportunities, rich diversity, cultural institutions and upcoming events, and plan return visits to enjoy everything there is to offer. We look forward to next year's fair and showing even more visitors why Steinway is a premier shopping and entertainment district.

Coming Soon



That time of year is quickly approaching. The leaves are falling and the winter chill is creeping into the neighborhood. Be on the lookout for the ever-popular yearly **Holiday Lights** display along Steinway Street. Be prepared to embrace the holiday season and spread the cheer!



Attention Property Owners



Sometimes finding tenants that fit well with vacant spaces is a difficult and overwhelming task. Advertising spaces is often expensive and may reach only a limited audience. What if there was a way to reach a broader audience and have prospective tenants find your spaces faster and easier? We're here to help make the process easier.

Did you know that if you have an available building or store the Steinway Astoria Partnership provides a free web page to advertise your new listings on Steinway? Several property owners have already used this free service to advertise their spaces and have received peaked interest in their spaces. This type of positive feedback further exemplifies the value of spreading the word through online advertising.

Are you interested in posting your listing on our website? Simply fill out the Submission Form located on the **Property Listings** page of our website and we will post it at no cost to you! Visit www.steinwaystreet.org/real-estate/property-listings/ to access the Submission Form on the right hand side of the screen. It is a quick and easy process that will have your listing accessible to anyone in a matter of minutes. Let us help you fill your storefronts with businesses that everyone can enjoy.



Happy Thanksgiving!