



SAVE THE DATE!

STEINWAY STREET BID ANNUAL MEETING

Thursday,
Sept. 10, 2009
at 1:00 pm



IMPORTANT SURVEY ATTACHED

Please fill out the attached and return by mail, fax or e-mail. This survey is the only tool we have to garner information so that our programs reflect the wishes of the membership.

Fill it out and return it today.



Steinway Street 'Alive & Kicking' Welcomes 15 New Businesses

Recent media reports of empty storefronts leading to economic fallout along Steinway Street were largely exaggerated, as demonstrated by the Grand Openings of 15 new businesses along the bustling commercial strip.

Shoppers, patrons and members of the Steinway Astoria Partnership are laying out a welcome mat for the new shops and restaurants, which include:

- *Steinway Mini Mall, a variety of shops at 28-41 Steinway Street
- *Panorama Restaurant Café at 30-10 Steinway Street
- *NYC Shoes at 30-13 Steinway Street
- *MetroPCS, an electronics shop at 30-27 Steinway Street
- *Yamashiro, a Japanese Fusion Cuisine restaurant at 30-27 Steinway Street
- *New Kidz On The Block, featuring "Kid Stuff" at 30-33 Steinway Street
- *Jasmine Boutique of NY, a women's fashion shop at 30-39 Steinway Street
- *Taco Bell/Pizza Hut - yes, a Taco Bell/Pizza Hut restaurant at 30-78 Steinway St.
- *Treasure Hunt, a variety shop at 30-83 Steinway Street
- *Super Steinway Discount Store, a variety shop at 30-93 Steinway Street
- *Game Champ, a gaming and electronics shop at 31-52 Steinway Street
- *Baby Blue, a women's fashion shop at 31-75 Steinway Street
- *Azteca Pride Restaurant at 32-41 Steinway Street
- *Jasmin Furniture, Inc., featuring home décor at 32-68 Steinway Street, and
- *MetroPCS, a second location for the electronics retailer at 32-79 Steinway St.

With variety as the spice of life, these new shops and restaurants are sure to stir the pot for customers seeking upscale products and service at prices only available on Steinway Street!



Summer On Steinway Street

Folks strolling recently along Steinway Street described the strip as a "summer getaway" offering great discounts - and a haven for shoppers, tweens and teens seeking refuge from the stifling summer sun.

"There's always something to do on Steinway Street," Andrea Tsasos said.

Tsasos, 14, said she and her friends head to the bustling commercial strip almost every day during the summer, to shop for beach and pool clothing, sunscreen and other items they need to keep in step with the season.

"It's clean, it's fun and it's safe," Tsasos said. "No one has to be afraid to come here." Tsasos said she and her friends "check out the puppies and stop for fries or pizza" while they shop. "You can get anything you need here," she said. "And no one hassles you."

Carol Lee, 29, said she makes a point to bring her three young children for a walk along Steinway Street at least once a week during the summer. "There's always something we need," Lee said. "The kids need shoes - or somebody has a birthday. It's nice to know you can get everything done in one place, and make a day out of it without having to find a parking space." Lee said she is carrying on a family tradition by shopping on Steinway Street. "I can remember being so excited when my mom said we were going to Steinway" she said. "I always end the walk with a stop at the playground on 34th Avenue. The kids love it, I save money and it's close to home without the aggravation of parking at the mall." Seniors we spoke with said the revitalized atmosphere and friendly merchants bring them back to shops along the strip.

"I like the flowers on the poles," Katy Murphy said. "It's a small thing, but it makes you want to come here to shop. You feel like they were put there just for you."

Annie Luner, 70, said she shops Steinway Street with Murphy "all the time." Luner said she finds "great buys" and she feels safe shopping and strolling along Steinway. "I hear they're going to put benches here," Murphy said. "It would be nice to sit and watch the people go by, instead of sitting in the senior center all day."



New To Steinway Street?

Please provide us a photo or logo and link to insert on the steinwaystreet.org website. Email to marie@steinwaystreet.org.



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.

Chairman

Tony Barsamian

President

Julian Wager

Executive Vice Presidents

Kevin Foley

Bruce Last

Marc Schein

Treasurer

Kiki Fieger

Secretary

Larry Lakhati

Directors

Peter Damiani

Irena Dziman

Judy Fabrizio

Maxine Kaplan

Kelly Lagoudis

Carol Nobel

Robert O'Reilly

Dominic Pinto

Sam Pirozzolo

Richard Plush

Paul Seiden

Commissioner Robert Walsh

Comptroller William Thompson

Borough President Marshall

Councilman Peter Vallone Jr.

~~~~~ FOR INFORMATION CONTACT

MARIE TORNIALI

Executive Director

STEINWAY ASTORIA PARTNERSHIP

25-69 38TH STREET

ASTORIA, NY 11103

718-721-8252

Website -

www.steinwaystreet.org

Email -

marie@steinwaystreet.org



Focus On Clean Teams

Officials at New York City's 64 Business Improvement Districts (BIDs) understand how important it is to create a safe, convenient and clean environment for shoppers seeking great values from friendly merchants. It is for this reason that BIDs throughout Queens and the other boroughs share one common program.

According to a recent report by the city's Department of Small Business Services (SBS), sanitation services rank at the top of the list of programs funded by each of the BIDs. The report states that, in Fiscal Year 2008, sanitation services represented 26 per cent of operating expenses at each of the 64 BIDs, for the largest across the board expense.

According to the report, sanitation services provided by the BIDS fall into two categories. Supplemental services include regular, street and sidewalk cleaning and maintenance, graffiti and sticker removal and trash collection, while seasonal services provide power washing of streets during the summer months, and snow and ice removal in the winter. Each of the BIDs have a sanitation program employing in-house sanitation crews or sub-contractors who provide the required services, the report states.

In Fiscal Year 2008, the BIDs spent more than \$21.5 million on sanitation services, employing or contracting more than 530 sanitation workers who logged more than a million hours cleaning streets within the 64 districts. Broken down, that translates to \$6,900 per block for sanitation services within the districts.

The BIDs are also working to develop "green" programs to help protect the environment, the report states.

Programs in-planning include development of solar powered trash receptacles and recycling initiatives, which Steinway Street already provides, along with plans to reduce the amount of trash generated by the districts.

Here's a feather in our cap - the report featured a photo of a sanitation worker Miguel Ramos on the job on Steinway Street, working to maintain the reputation of the "longest department store in the world" as a clean, safe, friendly, and sales-motivated commercial strip.



Tote Bags Touted By Area Residents

Summer 2009 was in the bag for Astoria residents who took part in the annual street fair, concerts, free movie screenings and children's activities.

Canvas tote bags emblazoned with the Steinway Astoria Partnership logo were distributed, free of charge, to folks attending the 2009 Waterfront Concert Series at Astoria Park, the Summer 2009 Waterfront Movie Series at Astoria Park and the annual Children's Summer Series at Athens Square Park and the Dutch Kills Playground, the 5K run and the Steinway Astoria Partnership Street Fair.

Moviegoer Haley Dunne, 19, said she and her friends were "totally shocked" by the giveaway. "It was a wonderful surprise," Dunne said.

"I heard they're giving them away at a few events," Junie Sakhreet said. "I have three children and these are perfect for school, for lunch and school projects."

The canvas tote bags heralding Steinway Street are the perfect shopping bag according to residents.



Bloomin' Steinway!

Summer is in full bloom along Steinway Street, where 30 baskets filled with Dragon wing Begonias and Coleus cascade from light poles above the "longest department store in the world," unveiling Steinway Street's new image and appeal to shoppers.

It's easy to see how bursts of color from the flower baskets brighten the Steinway shopping experience creating a fresh, "green" feeling that encourages shoppers to enjoy their shopping experience - increasing sales and customer satisfaction. The baskets have even captured the attention of male shoppers along the strip. Eric Linwood, 20, and Hector Reyes, 22, took a few minutes recently, while sneaker shopping, to give their "heads up" to the baskets. "It's pretty nice that the store owners put up the flowers," Reyes said. "It's like their way of thanking people for shopping on Steinway."

The flower baskets are part of a new image designed to draw shoppers to Steinway Street, where friendly merchants, bigger and better stores and the best bargains in the world make shopping a breeze!

