



## 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.

### Board of Directors

#### Chairman

Tony Barsamian

#### President

Kevin Foley

### Executive Vice Presidents

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Kiki Fieger

#### Secretary

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Peter Damiani  
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Helen Marshall

### Comptroller

John Lui

### Councilman

Peter Vallone Jr.

### Commissioner

Robert Walsh

### For more information contact:

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[www.steinwaystreet.org](http://www.steinwaystreet.org)

## 2013 Annual Meeting and Broker's Brunch



Photo courtesy Queens Gazette. From L to R: Kevin Foley, Larisa Ortiz, Marie Torniali, and Tony Barsamian

The Steinway Astoria Partnership Annual Meeting was held on June 19<sup>th</sup> at Tu Casa Restaurant on Steinway Street. President Kevin Foley began by welcoming everyone in attendance and noted that the organization was truly about all of the people who give their time to better Steinway. He thanked the Board of Directors and community members, stating how impressed he was with their energy and the care they express for doing what is best for Steinway. The dividends provided by this energy and care are evident in the accomplishments of the past year.

Chairman Tony Barsamian emphasized these accomplishments in his review of the Annual Report. He pointed out that Steinway is on the cusp of a major resurgence, and it was up to the Partnership to guide the street to become greater, stronger, and more vibrant. Tony explained that the small steps that have been undertaken, including the flower planters, new banners, guarded tree pits, holiday lights, and street furniture, have been receiving accolades and positive reviews and are the cornerstones of larger, more progressive projects that are in the works. These projects include a Schematic Streetscape Improvement Plan and Grand Central Parkway Commerce and Tech Corridor Plan which have both been presented to Congresswoman Carolyn Maloney and will soon be presented to Queens Borough President Helen Marshall, Senator Michael Gianaris, and Assemblywoman Aravella Simotas.

He commended the business owners for persevering during this challenging economic time. He stated that this is an exciting time for Steinway with the new emergence of chain stores opening, but emphasized the importance of maintaining the large share of "mom and pop" shops that we are happy and proud call Steinway their home. The proposed security camera program is on track, thanks in part to an allocation from Councilman Peter Vallone, within budget and hopefully achievable within the year with the added prospect of making Steinway Wi-Fi capable.

The Board unanimously approved the budget of \$498,500. Tony finished by going over the report by discussing the goals for FY 2014 which include: following through on the Retail Attraction Plan, the Grand Central Parkway and Schematic Streetscape Plan, the security camera and Wi-Fi program, and the continued maintenance of the street furniture, plantings, tree pits, and banners.

Larisa Ortiz, of Larisa Ortiz Associates- Commercial District Advisors, prepared a presentation highlighting the findings of the Retail Attraction Plan prepared by her and her team for Steinway Street. She presented these findings to the Board Members during the Annual Meeting, and later to a group of property owners and brokers who attended the first ever Broker's Brunch. . In order to accomplish the goal of improving the retail mix along the street, the market demand must be combined with available space and what the community wants. The data collected is indicative of a community and a district in resurgence. She went over the Tapestry Segmentation portion of the report, which indicates a younger, wealthier populous moving into the area whose needs currently aren't being met by the stores along the street. Larisa ended her presentation by introducing Marketing Materials that could act as a shortcut for brokers to approach new retailers that match the needs of the area more easily and efficiently.

For those interested in obtaining a copy of the *Annual Report* or the *Executive Summary: Retail Analysis and Business Attraction for Steinway Street* visit [www.steinwaystreet.org/about-us/publications/](http://www.steinwaystreet.org/about-us/publications/).



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

EZ Pawn  
28-07 Steinway Street

Health Professionals Steinway  
Dental & Medical  
28-16 Steinway Street

Moe's Southwest Grill  
30-33 Steinway Street

Shine Beauty Salon  
30-61 Steinway Street

Bose Furniture  
30-63 Steinway Street

UnikWax  
31-74 Steinway Street

24/7 Organic & Natural Food  
Market  
32-34 Steinway Street

Prepaid Center  
32-41 Steinway Street

Sofa Bed House  
32-84 Steinway Street

Sweet Spot Delicatessen  
34-18 Steinway Street

Unique Beauty Salon  
34- Steinway Street

## Retail Attraction Program



The Steinway Astoria Partnership has undertaken a retail attraction program to support and improve our outstanding commercial district. Partnering with the Central Astoria LDC, the Partnership engaged *Larisa Ortiz Associates- Commercial District Advisors* to perform a comprehensive market and demographic analysis of the project area. This analysis will be used to identify opportunities to attract and retain the types of businesses that will enhance the community's commercial district and quality of life.

The program process involved 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 Steinway Astoria Partnership also

conducted a survey of community members that was used to inform recommendations and strategies for the Partnership to pursue.

This collaborative effort will help 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. The Steinway Astoria Partnership has already begun reaching out to retail representatives and property owners to attract retailers to the corridor.

Anyone interested in receiving a copy of the **Executive Summary: Retail Analysis and Business Attraction for Steinway Street** can contact the office by phone at (718) 721-8252 or via email at [marie@steinwaystreet.org](mailto:marie@steinwaystreet.org). An electronic copy is also available in the **Publications** section of our website at [www.steinwaystreet.org/about-us/publications/](http://www.steinwaystreet.org/about-us/publications/).

### Coming Soon



Steinway Astoria Partnership  
Street Fair

Sunday, August 11, 2013

Steinway between 28<sup>th</sup> and 34<sup>th</sup>  
Ave  
(1 Day/4 Blocks)



### FREE SERVICES FOR BUSINESSES

**NYC Business Solutions** is a set of services offered by the Department of Small Business Services to help businesses start, operate and expand in New York City. Their services are provided at **NO COST**, regardless of the size or stage of your business. NYC Business Solutions offers nine free services:

- Business Courses** – learn business skills
- Legal Assistance** – receive legal advice
- Financing Assistance** – access a loan
- Incentives** – access tax credits & other incentives
- Navigating Government** – cut through red tape
- Recruitment** – save money when hiring
- Training** – boost staff skills
- Selling to Government** – reach new customers
- Certification** – become M/WBE certified

You may access any of these services by going to their easy to navigate website at:  
<http://www.nyc.gov/html/sbs/nycbiz/html/summary/summary.shtml>