



### 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

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## Santa At Jackson Hewitt

Santa Claus parked his reindeer on a Steinway rooftop and set out to meet with local youngsters on December 7, 14 and 21 at his Winter Wonderland at the Jackson-Hewitt Tax Service Office on Steinway Street.

Santa's elves were on hand to help spread holiday cheer - and to snap photo memories of the kids' visits with St. Nick. Each child received a fuzzy bear and Christmas candy from Santa, courtesy of the Steinway Astoria Partnership.

As an added surprise, DJs Rob, Barron and Anthony brought the WPLJ 95.5 FM Party Patrol to Santa's Wonderland on the three consecutive weekends, where they called out for youngsters to stop by for a visit - and to take a spin on the WPLJ Party Wheel to win CDs and other prizes.

Santa's visits with local youngsters during the Holidays 2008 were made possible through the cooperation of the Jackson-Hewitt Tax Service. This annual event is a hit with shoppers and their children. Steinway Street in keeping with an 80 year tradition was decorated for the holiday season.



A visit with Santa



WPLJ 95.5 Party Patrol



Holiday arches on  
Steinway Street

## We've Moved

The Steinway Astoria Partnership recently moved its offices to:  
25-69 38<sup>th</sup> Street  
Ground Floor  
Astoria, NY 11103

You may reach us at the same telephone number, 718-721-8252 or online at [marie@steinwaystreet.org](mailto:marie@steinwaystreet.org).

## Window Decals

In keeping with the branding of the Steinway Astoria Partnership, stickers have been created for placement in store windows. All businesses will find one attached and we ask that you prominently display them in your window.



## Shopping Bags

The Steinway shopping bag with the logo was a great success and is being reprinted in the thousands for give-a-ways to shoppers.





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

**Ace Furniture**

28-15 Steinway Street

**Alex Barber Shop**

32-14 Steinway Street

**Cex Entertainment Exchange**

30-60 Steinway Street

**Golden Nugget Jewelry**

31-87 Steinway Street

**Italian Imports Direct Outlet**

30-94 Steinway Street

**Jewelsa'Mor**

28-44 Steinway Street

**Luthea Jewelers**

32-14 Steinway Street

**Okila Furniture**

34-22 Steinway Street

**Planet Fitness**

30-32 Steinway Street

**Prima Donna**

31-39 Steinway Street

**Realty Executives Today**

32-56 Steinway Street

**Silver Box New York**

31-78 Steinway Street

**Treasure Hunters**

30-83 Steinway Street

**XXO New York**

28-26 Steinway Street

**Changed locations:**

**Angel Spa**

32-84 Steinway Street

**Patricia's Hair Extensions Salon**

30-71 Steinway Street

## Here, There and On The Air!

Steinway Street was on the minds of shoppers throughout the Big Apple during the 2008 holiday season, thanks to a Partnership funded media blitz of print ads - and messages that filled the airwaves.

A *Daily News* advertising campaign during the holiday season brought print ads and articles about the strip, and individual stores, into living rooms everywhere. This promotion was sponsored in part by Councilman Peter Vallone Jr. through the NYC Department of Small Business Services.

Listeners of WPLJ Radio, 95.5 FM, heard a steady flow of Steinway Street holiday sales and promotions along with the music during the month of December.

Print ads also appeared in local publications, including the *Gazette* and the Greek language newspaper *Hellas*, reminding shoppers that Steinway Street is synonymous with sales, service and satisfaction!

## Sidewalk Spruce-Up

Sidewalks along Steinway Street took on a new glow in November 2008 after they were steam-cleaned by crews funded, in part, by the Steinway Astoria Partnership and a grant provided by State Assemblymember Michael Gianaris.

Sidewalks from 35<sup>th</sup> to 28<sup>th</sup> Avenues were steam cleaned to remove grime and grease that left them looking dull and dingy.

The spruced up sidewalks are part of Steinway Street's new image - and just one of the advantages offered to businesses within the Partnership business district.

## Snow & Ice-Free Zone

The frigid storms that dumped snow and ice along Steinway Street this winter haven't stopped shoppers from coming out for the best bargains in the Big Apple - thanks to cleanup crews of the Steinway Astoria Partnership.

The crews cleared, shoveled and salted sidewalks from 35<sup>th</sup> to 28<sup>th</sup> Avenues during and after the storms to prevent shoppers from slipping and sliding along Steinway Street.

The cleanup was just one more of the services provided by the Steinway Astoria Partnership!

## Steinway Beautification

When Mother Nature christens the new season and buds begin to bloom, Steinway Street will unveil more of its new image.

Spring flowers will fill 30 hanging baskets along Steinway Street adding to the new feel and the new appeal of the "longest department store in the world."

The Steinway Astoria Partnership is in the process of purchasing and installing benches, designed for the comfort and convenience of shoppers. This is a long involved process and we hope to have the benches by late spring.

The new image is designed to draw shoppers to Steinway Street to share in the Steinway shopping experience - bigger and better stores, friendly merchants and the best bargains in the world.

