



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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Santa on Steinway a Success



L to R: Carol Wasserman, Tasso, Santa, Marie Torniali, & Kevin Foley.

Santa Claus made his yearly visit to Steinway Street to spread some Holiday cheer, and this year it was better than ever. This year, 30-05 Steinway Street was transformed into a winter wonderland. Adding to the wonderment was Santa's Workshop, which was run by two mischievous elves. For three days, Sunday, 12/8, Sunday, 12/15, and Saturday, 12/21 from 12:00 p.m. – 3:00 p.m., hundreds of children turned out to have their pictures taken and receive a special gift. A very special, extra furry helper even showed up to help Santa handout toys and bring a smile to everyone's face.

The Steinway Astoria Partnership would like to thank everyone involved for their hard work and wonderful Holiday spirit throughout the season. Thank you to all who attended, we hope all of your Christmas wishes came true and you had a safe and healthy Holiday and happy New Year. See you next year!

Marketing Campaign Provides Big Boost



In order to boost awareness and attract Holiday shoppers, the Partnership undertook a project to create bus shelter posters for display around the area. As a result of the collaborative efforts and hard work of Cemusa USA, World Studio Inc., Merritt Graphics, and in-house staff, 20 creative bus shelter posters were posted around Long Island City, Woodside, Jackson Heights,

and, of course, Astoria. The end product was nothing short of eye catching.

The Partnership's advertising efforts continued with a campaign that ran through Time Warner Cable from November through December 29th. During this time our commercial aired on the Cooking Channel, Food Network, MTV, Style, Lifetime Movie Network, and NY1. We also advertised on the Time Warner Cable website with an ad linking to the SteinwayStreet.org website.

To round out the efforts, advertisements were taken out in the NY Daily News and Queens Gazette advertising both Santa on Steinway and shopping local for the Holidays. As a result of these efforts, there was a noticeable increase in event attendance and pedestrian traffic.



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

Blink Fitness
32-27 Steinway Street

Brik Bar Lounge & Kitchen
32-16 Steinway Street

Charming Spa
30-78 Steinway Street, 2nd Floor

CityMD
31-11 Steinway Street

Dwelling Homes
32-41 Steinway Street, 2nd Floor

Novelty & Fashion
30-65 Steinway Street

NY Best Furniture & Carpet
31-70 Steinway Street

Simply Cycle Astoria
30-69 Steinway Street, 2nd Floor

Smart Shop Convenience
30-04 Steinway Street

UFC Gym
34-05 Steinway Street

Security Camera Program On-Track

The Steinway Astoria Partnership is pleased to announce that the final pieces of the puzzle for the upcoming security camera installation program along Steinway Street are coming together. Thanks to the hard work of everybody involved, including property owners, board members, and Partnership staff, a plan of action for moving forward has been devised and the proper steps have been taken to ensure a measurable level of success for the project. Work on the installation and coordination of the cameras is expected to move forward and continue through June of 2014. The Steinway Astoria Partnership has long recognized that it is in all our interests to improve the quality of this community and to make it safe for the people who make it their home, as well as the people who come to shop on Steinway Street. The thirty six cameras set to be installed on buildings within the five blocks of the Steinway Street Business Improvement District will help to ensure this safety. The cameras will be set up using Wi-Fi and monitored by servers hosted by the Steinway Astoria Partnership.



Coming Soon



Bao Shoppe
30-66 Steinway Street

Organic Chemists Pharmacy
28-15 Steinway Street

Tasty Burger Shack
30-94 Steinway Street



NYC Business

NYC Business is an initiative of the Mayor's Office that works across agencies to make it easier, clearer, and faster for businesses to understand and comply with the law in NYC. Recently NYC Business offered a public presentation discussing the re-launch of NYC.Gov/Business and the many tools available online. Here are just a few at a glance:

- **Learn How to Comply with Law with Easy-to-Use Tools**
Starting a Business Guide walks you through how to comply with law for 16 business types. – Take a look nyc.gov/business
- **Complete 75%+ Applications and Renewals Online**
In the next 90 days, online applications will be made more accessible from the new NYC.Gov/Business homepage. - See if yours is online on.nyc.gov/bizexpress_index
- **Check the Status of Inspection and Permits Online**
Keep track of where you stand with NYC. Many status checks are already possible, yet they will be brought into one easy-to-use dashboard. – Take a look in the next 90 days nyc.gov/business
- **Go Through Fewer Hoops to Renew**
A permit many restaurants need – now involves one less agency. – Learn about this and other changes on.nyc.gov/BusinessQuarterly
- **Get Coordinated Inspections to Save Time**
The NYC New Business Acceleration Team allows new food-related businesses to complete up to four inspections in one visit. – Learn more nyc.gov/NBAT

For the most accurate updates & notifications to support businesses in New York City follow NYC Business on Twitter [@NYCBusiness](https://twitter.com/NYCBusiness)

For the complete slides of the NYC Business' October 23, 2013 public presentation visit www.steinwaystreet.org.