

SANTA ON STEINWAY

DECEMBER 13th & 20th

12 Noon to 3 PM

Tut's Hub

30-91 Steinway Street

STEINWAY DRESSED FOR THE HOLIDAYS

Steinway Street is dressed for the holidays with its shooting stars skylines lining the district. New this year, the holiday lighting will include two *Welcome to Steinway* signs on each end of the BID district—on 28th Avenue and 35th Avenue. Additionally, the sounds of the season will fill the air with Steinway's seasonal sound system and poinsettias and greenery adorn the baskets the length of Steinway Street. The festive garnishments lend themselves to a welcoming and festive atmosphere for the holidays encouraging shoppers and visitors to enjoy and shop Steinway Street.

WELCOME TO STEINWAY

Deluxe Eyebrow
30-22 Steinway

Hug European Design
30-63 Steinway

Lovely House
30-72 Steinway

Color Master Flooring
30-80 Steinway

Tut's Hub
30-91 Steinway

Red Beker Fashion
30-87 Steinway

Kanva Fashion
31-24 Steinway

Caffe Bene
32-14 Steinway

FOR MORE INFORMATION:
718 721-8252
info@steinwaystreet.nyc



SANTA ON STEINWAY

Santa will be doing his annual visit to Steinway Street. This event has been a tradition on Steinway Street for close to twenty five years and is much appreciated by kids and their parents who are given the opportunity to sit with Santa, have their picture taken and receive a gift, all courtesy of the Steinway Astoria Partnership. This year's event is scheduled for Sundays, December 13th and 20th from Noon until 3:00 PM at Tut's Hub at 30-91 Steinway.



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STEINWAY ON THE AIR

The Steinway Astoria Partnership endeavors to keep Steinway Street in the forefront by actively marketing the district especially during the holiday season. This year the Partnership has produced a commercial that will run in the UA Kaufman Astoria multiplex for six months. The ad features images of Steinway Street heralding the Steinway tag "Something for Everyone." At the same time through the end of December, Time Warner Cable is running the Steinway commercial on the following cable channels: the Cooking Channel, Food Network, Lmn, MTV, TLC, We and NY 1. Print ads will also run in local newspapers as well as the *Daily News*.

SOCIAL MEDIA

Steinway's website www.steinwaystreet.nyc has always been available to our businesses and property owners for advertising a special deal or listing property. Steinway's Facebook page is also available with a link to our website or yours. Get the word out—for property listings fill out a submission form on steinwaystreet.nyc; for deals that you would like to share, e-mail the deal particulars with your logo to info@steinwaystreet.nyc. We'll take care of the rest. Don't forget to like us Facebook at Steinway Astoria Partnership. **Newsflash**— Our twitter account is now live so stay connected follow us on Twitter at Steinway Astoria. The more we get the word out, the more Steinway Street will prosper.

SANITATION REGULATIONS

The three member crew of Atlantic Maintenance retained by the Steinway Astoria Partnership to keep Steinway Street clean of trash and graffiti do an excellent job. However, this does not absolve businesses from the responsibility of cleaning sidewalks, especially during routing periods—when Department of Sanitation enforcement agents may issue violations for dirty sidewalks and not cleaning 18 inches into the curb. The routing periods for Steinway Street are: **11 AM to 12 Noon & 3—4 PM.**

All businesses must use a licensed carting company for trash removal and prominently display a sticker identifying the carter and pickup days. Neglecting to hire a carting company can result in violations which may be issued at anytime for this offense.

Residential Trash Collection for Steinway Street is Monday, Wednesday and Saturday. Residents must put out their garbage and recycling after 4 pm the night before the scheduled collection day. Monday is recycling pickup on Steinway Street.