

MIX
L I C
GET
MEET
MAKE

2019 ANNUAL REPORT



Long Island City
Partnership

Dear Members & Friends of the LIC Partnership:

2019 has been a milestone year for the Long Island City Partnership (LICP), as we celebrated our 40th year of serving the most interesting, dynamic, authentically mixed use community in New York. As LIC has grown, so have the services that we are able to offer, and we touched more businesses, residents, workers, students and visitors this year than any other.

In the following pages, you can sample what the neighborhood has to offer and what our efforts have accomplished in community building and support through our events, supplemental services, marketing, business assistance, and economic development. Much more is needed, as always, for this fastest growing and vital neighborhood, and we look forward to working together with our many partners to make LIC the best—and best served—community in the city.

None of this work is possible without the support of Members, Directors, Sponsors, Elected Officials, and most of all, the creative and committed people and organizations of LIC. Many of them are recognized throughout this program. Once you engage as an active member of LICP, you will connect with their great work and the efforts of so many more. Up-to-date information can always be found at our resource-packed website licqns.com. We encourage you to stay in touch by signing up for our e-newsletter, reaching out for business assistance, attending events and becoming a Member.

Sincerely,

Elizabeth Luskin
President

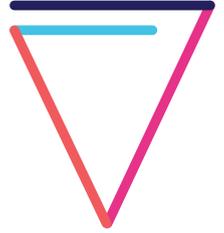
Patricia Dunphy
Chair

Thank you to our elected officials for their pivotal support.

Governor Andrew M. Cuomo
Lieutenant Governor Kathy Hochul
Mayor Bill de Blasio
US Senator Charles E. Schumer US Senator Kirsten Gillibrand
US Congresswoman Carolyn B. Maloney

New York State Senator New York State Assemblywoman
Michael Gianaris Catherine Nolan

Queens Borough President New York City Council Member
Melinda Katz Jimmy Van Bramer



Thank you to our Annual Sponsors

Premiere

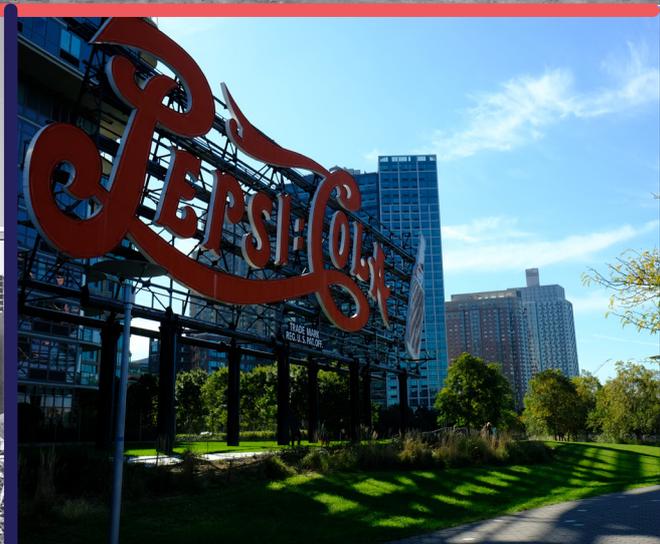
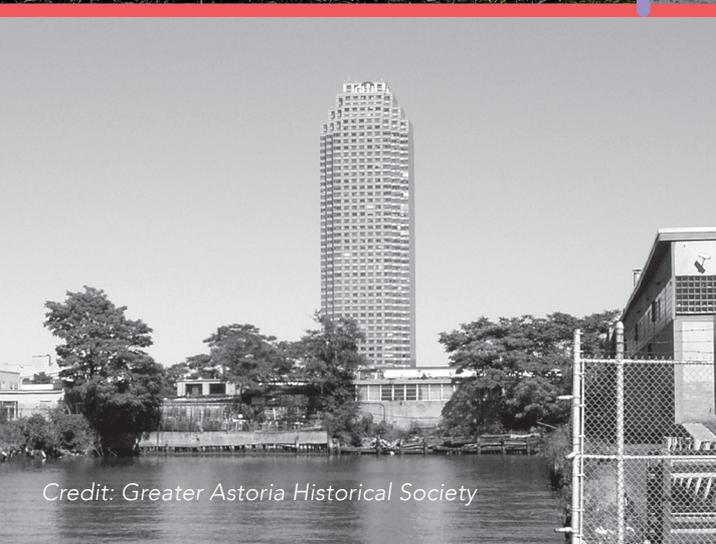


Platinum



Gold







Long Island City Partnership

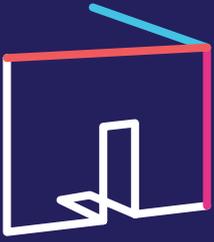
We have been working for our community as the local development corporation for the past 40 years. In 1979 a group of individuals banded together to improve the neighborhood by forming the LIC Business Development Corporation (LIC BDC) with a focus on serving the industrial business community. Since then, the neighborhood has evolved and so have we, rebranding as the Long Island City Partnership in 2012, expanding our focus to embrace our growing and increasingly mixed-use neighborhood.

We take our name to heart, actively working with businesses, community groups, nonprofits, schools, cultural and arts institutions and local government officials. Throughout the year we support businesses through our Business Assistance services program, build a community through networking events, assist with neighborhood beautification and cleanliness through the LIC Business Improvement District (LIC BID), and market the neighborhood through our many different programs.

40 Years of the LIC Community

Over the last 40 years, there have been so many transformative events in our community. The Citi tower rose and JetBlue Airways arrived, Silvercup Bakery became Silvercup Studios, the Standard Motor Products building sprouted a rooftop farm, furniture warehouses got reprogrammed for advanced manufacturing, and a former elementary school (P.S. 1) became MoMA PS1. The waterfront evolved from the former Pepsi bottling plant to a home for thousands of residents and world-class waterfront parks, Queens Plaza became Dutch Kills Green and a home to many large employers, and the Court Square subway station united multiple train lines.

Today, Long Island City is more than just a quick jaunt to midtown Manhattan; it continues to establish itself as a modern city as it embraces its mixed-use community. Between the working factories, libraries, new hotels, local breweries, restaurants with authentic world cuisine, public parks, makerspaces, and thriving local retail, there is a **mix** here unlike any other, where you can **meet** anyone you need and **make** your future.



Business Assistance

Since our founding in 1979, we have provided one-on-one assistance to businesses in the greater LIC area on a wide variety of issues, including: financing and incentives, real estate, operational issues, energy savings, staff training, and more. We also manage the LIC Industrial Business Zone (IBZ), established in 2006 by the City to protect existing manufacturing districts and encourage industrial growth citywide.

Special thank you to Assemblywoman Cathy Nolan for funding the Space Bank and Council Member Jimmy Van Bramer for supporting the IBSP program.

Success Stories

Book Culture

Every business needs access to utility in order to operate. When Book Culture was completing their initial build-out, they were experiencing **delays with gas service connection**. Our Business Assistance Team were able to **mediate between the plumbing contractor and utility company** to ensure the business would have reliable service access.

Sussman-Automatic Corporation

All new employees require initial training when they first join a company. When our Business Assistance Team learned that Sussman-Automatic Corporation was hiring an Accounts Payable Associate, we helped them successfully apply to the **NYC On-the-Job Training Grant**, which covers up to 70% of the first 280 hours of the eligible trainee's wages during training.

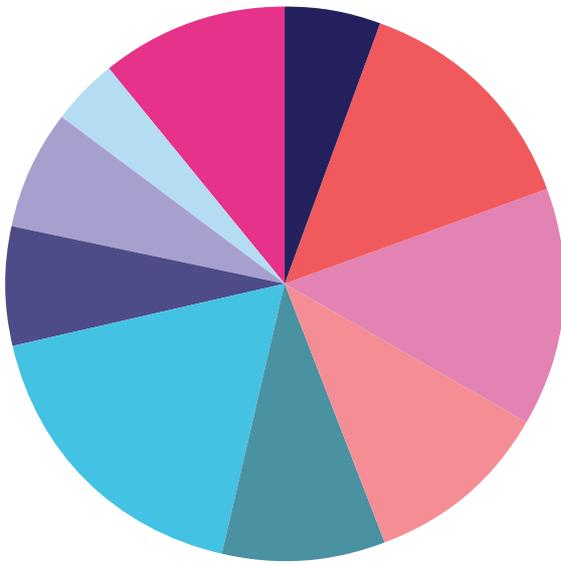
Lady M Confections

Ensuring there is adequate space for growth is extremely important for businesses that are expanding quickly. When Lady M Confections was planning the relocation of their headquarters to a new location in LIC, our Business Assistance Team helped the company **put together a successful financing package** for investing in new equipment and expanding working capital that totalled approximately \$5 million.

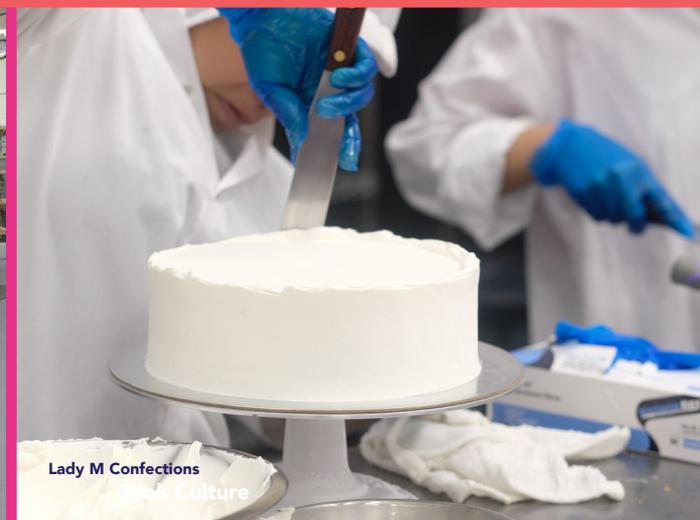
Local Business Statistics

	Industrial	Commercial	Retail	Total
Total Business	2,116	2,564	2,219	6,899
Total No. of Employees	42,892	32,302	32,128	107,322

Annual Business Assistance Statistics



Total Cases: 246



Business Improvement District

The Long Island City Business Improvement District (LIC BID) serves a diverse and growing community. Created in 2005, the original LIC BID encompassed the commercial corridors along Queens Plaza and Jackson Avenue to Court Square. In 2017 the BID expanded to include the commercial corridors continuing along Jackson Avenue, Vernon Boulevard, and 44th Drive. Managed by LICP, the BID provides supplementary sanitation, beautification and visitor services within the District, and carries out community development, safety and marketing initiatives that benefit the neighborhood. The LIC BID also has its own Annual Report with more information, which you can find at licqns.com/LICBIDReport2019



Beautification



Part of the BID's mission is to keep our neighborhood beautiful. This year we expanded our horticulture program to plant and maintain tulips (Spring) and begonias (Summer) in **79 tree pits** throughout the BID. We install and maintain plants in **90 lamppost flower baskets**, directly maintain the medians along Jackson Avenue, and we partner with the NYC Department of Parks & Recreation to enhance and beautify the **Queens Plaza Greenway** and **Dutch Kills Green**. This year we expanded our winter lighting program to have **111 snowflakes** and **3 skyline hangers**, and had a great event to celebrate the lights and the season, thanks to the support from our sponsors and Council Member Jimmy Van Bramer.



Safety



This year the BID became Community Partners with the **NYPD 108th Precinct**, meeting monthly to discuss crime trends and updates as well as attend their community events. We work closely with **NYPD's 114th Precinct** as well, and host roundtable meetings where both NYPD Precincts and local business owners discuss recent community events, safety tips for businesses, and ways to make our BID safer. We also work closely with **city agencies, business and property owners, and community organizations** to keep LIC safe and welcoming while continuing to send out BID email notifications for service alerts and serious weather conditions.

Sanitation



The BID provides supplemental on-street services seven days a week, such as **sidewalk sweeping, bagging trash, monthly graffiti removal, and snow and ice shoveling** in the winter months. Our seven-person sanitation team also serves as a great source of information to visitors to the area, acting as important ambassadors for the neighborhood.



Retail



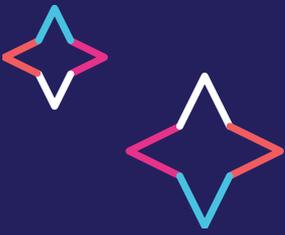
The BID is committed year-round to supporting our local LIC businesses. We do this through daily merchant outreach, participating and promotion of **Small Business Saturday**, and hosting of business compliance workshops for our merchants. In addition, we also engaged in a **five-week-long pedestrian count** to help retail businesses better understand the traffic trends in the district. Almost **30 new businesses** have opened up in the district this year, for a full list of retail in the district please visit the Business Directory at LICQNS.com/experience-lic

Community



The BID hosted its second **Fall Tulip Planting Volunteer Day** in November, where residents and employees gathered to plant bulbs in tree pits throughout the BID. We also partnered with JetBlue and Tishman Speyer on their respective volunteer days to plant begonias and clean up the neighborhood. This past summer the BID hosted **neighborhood walking tours** in LIC, highlighting local businesses and establishments to employees of the neighborhood. With LICP, we held our **6th annual LIC Springs!** event, a community street festival held on Vernon Boulevard with nearly **15,000 attendees and over 120 local businesses** involved, supported by the NYC Department of Transportation and Council Member Jimmy Van Bramer.





Events

LICP hosts events year-round to connect, large and small, to build a stronger and closer-knit LIC community, educate and promote businesses, and support our partners. Highlights from special events and programming in 2019 include:

LIC Springs!

This year we hosted our **6th Annual LIC Springs!** This street festival on Vernon Boulevard brings the community together with **120+** participating businesses/organizations, **10+** stage performances, and **15,000+** attendees from the neighborhood and beyond. This event is a proud partner of DOT Weekend Walks and is also sponsored by Council Member Jimmy Van Bramer.

Celebrate LIC

This year we celebrated our **40th anniversary** with a celebration of the LIC community. We had **1,500+ attendees** during the evening where we honored our partners in LICP's **LIC Arts Connection**, showcased musical talent from our community, and our attendees had the opportunity to enjoy free samples of local food with drinks.

LIC Summit "LIC: Inspiring Innovation"

In November we held our **6th Annual LIC Summit** which was a comprehensive day of discussions exploring how LIC is paving the way for innovative leaders in the fields of co-living and co-working, entrepreneurship, life science, and mobility thanks in part to all that LIC has to offer.

Real Estate Breakfast

Our **14th Annual Real Estate Breakfast** brought together sold out crowds of leaders in real estate, finance, and the LIC community to discover current projects underway in LIC.

Networking Nights

This event allows our attendees to meet and mingle at unique places like Microtel Inn & Suites and The Bordone LIC, while enjoying food and drinks from local food and drink establishments.

Business Breakfasts

Our business breakfasts feature educational panels for businesses including a presentation about the new features of the DOB NOW online platform, international trade, tariffs & taxes, and investment & developmental programs.

LIC BID and LICP Annual Meetings

These meetings consist of a reflection on the year's accomplishments, election of new board members, and presentation of awards and plans for the future.

For more information and event photos, check us out on Facebook! @LICpartnership





Long Island City Partnership

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10,000+ E-newsletter subscribers

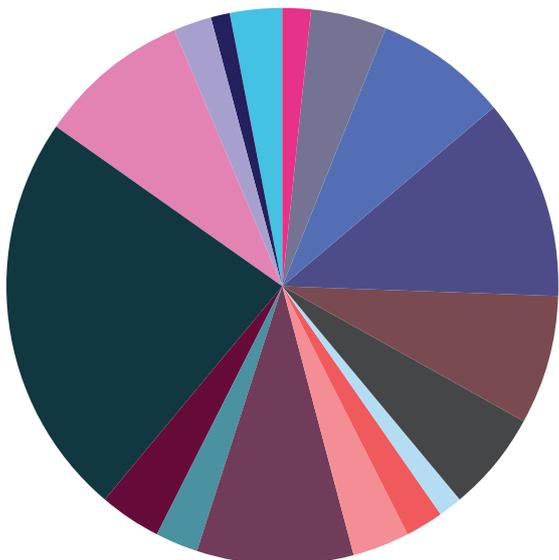
2,700+ Facebook fans

4,100+ Twitter followers

1,200+ posts using #LICLocal

3,600+ Instagram followers

LIC Membership Breakdown



- Artist
- Arts, Cultural Organization
- Bank or Financial Institution
- Community Facility
- Construction
- Film/Television, Entertainment Prod.
- Government/Public Administration
- Hotel, Lodging, Accommodations
- Manufacturing, Design
- NGO/Non-Profit
- Other Organization
- Professional Services (Lawyers, Accountants, Architects, etc.)
- Real Estate
- Retail, Eating/Drinking
- Software, Internet, Digital Services
- Storage, Warehousing, Wholesale
- Transportation

Marketing

Our marketing efforts are dedicated to promoting LIC as a place to live, work and experience. Through LICQNS.com, our weekly e-newsletter and social media, we highlight the best in LIC events, community news, cultural happenings, area nonprofits, business promotions, key economic development data, locally available business services and opportunities.

Mix Meet Make Campaign

Long Island City is a place that stays one step ahead of your imagination. We launched our new **Mix Meet Make campaign** in 2019 by meeting with, interviewing and surveying LIC stakeholders from the business, residential, student, and worker communities. The goal was to promote the core values of diversity, connection, and creativity of LIC.

This is the most productive place in the greatest city in the world because it's full of people who are eager to engage with each other from the residents and students to the office workers, the small business owners to Fortune 500 executives, and from the cultural art institutions to the bustling food and drink establishments. It is the ultimate live, work, recreate community. Whatever you can dream up, you can do here. Stay tuned to see more of our campaign come to life in 2020!

Membership

A note to members: Thank you for joining us for another successful year of advocating for and serving the companies and people of this wonderful, authentic, truly mixed-use community. The support of companies and organizations like yours makes our work possible. We look forward to continuing to work with our great community of members and expanding our network.

As a member of LICP you and all other employees of your business will have access to the following and other benefits:

- Reduced pricing to all events and special discounts on partner events
- Access to and being listed in our Member Directory available on our website, and assistance building those connections through LICP
- Access to complimentary Members-Only events
- A member spotlight in the LICP E-Newsletter as well as features available for any type of promotions/events you may want to include
- Digital marketing opportunities, including social media



To join LICP as a member, please scan the QR code.

Economic Data & Statistics

Mix: Neighborhood Amenities

LIC's authentic mixed-use urban character supports a neighborhood rich in cultural offerings and amenities, with a growing array of retail and healthy living services.

- 228** **Food & Drink Destinations**, including 58 bars with 20 happy hours, 55 cafes, 15 outdoor seating options, and 6 breweries
- 54** **Shopping Destinations**, over 90% of which are locally owned
- 50+** **K-12 Schools of 40 public elementary, middle, and high schools** and another 11 private and charter schools
- 40+** **Arts & Culture Organizations**, including museums, galleries, and performing arts spaces that put LIC at the center of New York's cultural conversation
- 40+** **Health & Fitness Options**, including rock climbing, yoga, pilates, martial arts, and more
- 24** **Parks, Playgrounds, and Community Gardens** with over 145 acres of green space
- 10+** **Nonprofits and Community Organizations**

Meet: Connectivity & Transit

Sitting at the **geographic heart** of New York City, LIC's central location and unparalleled accessibility provides **fast and easy transit** options to Manhattan, Brooklyn and other parts of NYC, as well as the surrounding suburbs, and the airports.

Make: Growing Businesses

Employers large and small are attracted to LIC's building stock, multiple transit options, access to talent at all levels, and growing mix of housing, office and retail.

Major New Tenants

Altice USA, Centene, Estée Lauder, Macy's / Bloomingdales, *The New York Times* and The Wirecutter **join employers across industries**: Brooks Brothers, Boyce Technologies, Inc., DeppGlass, Doughnut Plant, J. Crew/Madewell, JetBlue, Kaufman Astoria Studios, Lady M Confections Co., Ltd., LaGuardia Community College, Lyft, MANA Products, Nouveau Elevator, Silvercup Studios, Uber, VaynerMedia and WeWork.

15 Bus lines	N G 7
4 Bridges	W E M
3 NYC Ferry landings	R F
2 LIRR stations	

Grand Central / Midtown 5 minutes via 7/E/M/N/R/W trains	Cornell Tech (Roosevelt Island) 5 minutes via ferry, subway or car
Penn Station 25 minutes via E train	LGA Airport 15 minutes via car / 30 minutes via public transit
Port Authority 20 minutes via 7 train	JFK Airport 30 minutes via car / 25 minutes via public transit
East 34th Street 8 minutes via ferry	

- 107K+** Residents
- 103K+** Employees
- 50K+** Higher Education Students
- 6,800+** Businesses

Source: U.S. Census Bureau, 2016 ZIP Code Business Patterns; LaGuardia Community College, CUNY Law, and Cornell Tech enrollment numbers, 2018





Residential

20,400+
completed units*

↑22%
compared to 2018

* Since c. 2006

11,100+
added units by 2021

↓4%
compared to 2018

Retail

548K+
square feet existing*

↑31%
compared to 2018

* Retail in mixed-use buildings & renovated commercial

437K+
added square feet by 2021**

↑12%
compared to 2018

**Announced

Commercial & Industrial

8.7M+
square feet existing*

↑6%
compared to 2018

* New buildings and renovated commercial

5.2M+
added square feet by 2021**

↑56%
compared to 2018

**Announced

Hotels

35 hotels
3,500+ hotel rooms

current/open

45 hotels
6,300+ hotel rooms

in planning/construction

— Planning & Development

LIC Partnership is an active partner in the growth and development of the LIC neighborhood. Over the past year, we have launched a number of new initiatives as well as continued our partnerships with stakeholders to implement arts and wayfinding projects, develop a Life Sciences hub, create a safer and more attractive public realm, and support the growth of our business community. The department's work stems from the LIC Comprehensive Plan and is guided, in part, through our Board Committees (Retail, Streetscape & Public Art, Transportation, Life Sciences, and the IBZ Working Group).



LIC Arts Connection

This **innovative, multi-site community arts** initiative continued to build non-traditional partnerships between public and private owners, local businesses, employees, students, residents, and artists. The goal is to **connect** LIC's community, both physically on foot, and socially through access to arts and culture. Look out for more projects in the pipeline for 2020!

LIC Arts Connection was made possible by the New York State Council on the Arts under Governor Andrew M. Cuomo's Regional Economic Development Council Initiative. Additional support is provided by Long Island City Partnership, Queens Borough President Melinda Katz, New York City Council Member Jimmy Van Bramer, and The New York Community Trust.

LIC Local

This summer, LICP launched a new smart signage system and mobile site called **LIC Local**. LIC Local helps you **discover** all that the neighborhood has to offer, from unique dining and shopping to community events. Start exploring by using your smartphone's camera to scan this QR code, visit liclocal.nyc, or check out any of the 100+ signs in the area.

This program is funded in part by the NYC Department of Small Business Services. Additional funding and support provided by Empire State Development through the New York City Regional Economic Development Council, The New York Community Trust, Queens Borough President Melinda Katz, NYC Council Member Jimmy Van Bramer, LIC Partnership, and Boyce Technologies, Inc.



Retail

In 2019, more than **50 new retail businesses** opened in the greater LIC area. Results from our third annual **Retail Survey** with responses from more than **700 community members** show that the community wants to support local businesses and there is a need for more and diverse offerings.

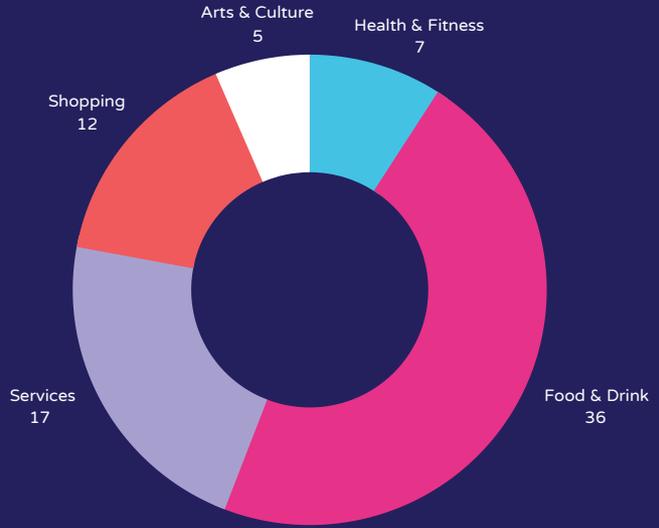
Life Sciences

We continued to support, engage, and study LIC's growing **Life Sciences cluster**. This May we provided an update to our 2018 Life Sciences Feasibility Study, and in September we co-hosted and led a bus tour of LIC for stakeholders in the industry.

The Long Island City Life Sciences Feasibility Study was made possible in part by a grant from Empire State Development, through the New York City Regional Economic Development Council.

Neighborhood Snapshots, Maps & Reports

LICP tracks data on economic development and the community, producing quarterly Neighborhood Snapshots which provide **key insights** on LIC. This year, our four Snapshots looked at **Transportation** (January), **Real Estate** (April), **Industry & Innovation** (July), and **Neighborhood Amenities & Retail** (October). Our Neighborhood Development Map, updated daily at licqns.com, was viewed over 12,000 times in 2019.



LIC Neighborhood Snapshot | 1Q 2019

As part of the LICP's portfolio of work, we collect data related to economic development and the community. Here are some key insights for information that reflects our dynamic, mixed-use, thriving community. More, including our interactive maps, is available at licqns.com.

170,000	115,000	6,600
Residential Development	Commercial & Industrial Development	Hotel Development
19,680+ Total Units Completed Since 2006	10,500+ Units Proposed to Open by 2021	3,580 Condo/Coop Units
488K+ Residential Units	466K+ Commercial & Industrial Units	32,300+ Hotel Units

Neighborhood Amenities
46+ arts & cultural institutions and venues
150+ restaurants, bars & cafes
5 waterfront parks

Neighborhood Colleges & Universities
55,000+ students at higher education institutions
Lafayette Community College, CUNY Law, CUNY Tech (Boysen's Island)

Save the Date: Upcoming LIC Events!
Annual Real Estate Breakfast
LIC Spring!

LIC Neighborhood Snapshot | APRIL 2019

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LIC Neighborhood Snapshot | JULY 2019

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170,000	115,000	6,600
Residential Development	Commercial & Industrial Development	Hotel Development
20,000+ Total Units Completed Since 2006	10,600+ Units Proposed to Open by 2021	3,580 Condo/Coop Units
543K+ Residential Units	458K+ Commercial & Industrial Units	33,300+ Hotel Units

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LIC Neighborhood Snapshot | OCTOBER 2019

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170,000	115,000	6,600
Residential Development	Commercial & Industrial Development	Hotel Development
20,400+ Total Units Completed Since 2006	11,200+ Units Proposed to Open by 2021	3,580 Condo/Coop Units
549K+ Residential Units	437K+ Commercial & Industrial Units	35,200+ Hotel Units

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46+ arts & cultural institutions and venues
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55,000+ students at higher education institutions
Lafayette Community College, CUNY Law, CUNY Tech (Boysen's Island)



Community Engagement

As our name implies, the Partnership brings together voices from throughout the LIC community and helps get the word out about what's happening in our community.

- 18,000+ LICP event attendees annually
- 5,000+ Small Business Retail Maps distributed
- 1,000+ Community events on LIC calendar annually
- 50+ Culture Corner features in LICP e-newsletter
- 20+ LICP events annually

Join

Become an LIC Partnership member. More details on page 13.

Sponsor

Become an annual sponsor, event sponsor, brand neighborhood banners and/or sponsor LIC maps.

Partner

Offer a Partnership Perk, have an LIC Local sign on your business or building, partner on an LIC Arts Connection project, have us table at your event.

Need more info?

Learn more at licqns.com





LIC Arts Connection

5 New public art installations

350+ Residents, workers, and students participated in workshops, completed surveys, or assisted in the fabrication of the artwork.

LIC Local

In 2019, we met with over **100 small businesses** in our outreach for **LIC Local** and had over **1,000 community members** participate in **10 pop-up tabling events** for the launch of the program.



LICP Officers

Chairperson	Patricia Dunphy Rockrose Development Corp.	Vice Chairperson	Michelle Adams Tishman Speyer
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		Chair Emeritus	Gary Kesner Silvercup Studios

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Deputy Director

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Christina Chavez
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Madeleine Levin
Assistant Project Manager

BID

Paul Lotter
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Angelica Hart
BID Operations Manager

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Rowena Sahulee
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Alexis Hoffman
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Events

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Charles Yu
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Administration

Ying Huang
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