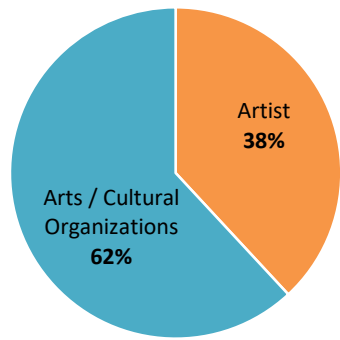
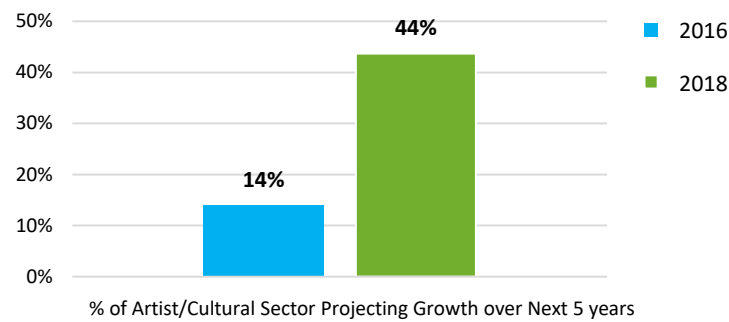


Artist/Cultural Sectors: Strong Desire to Grow, but Finding Space is Difficult

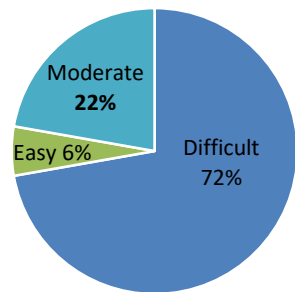
Artist/Cultural Sector Makeup



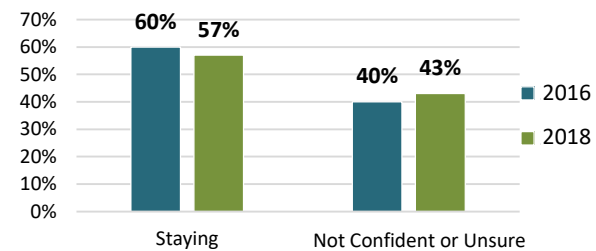
Five Year Projected Sq. Ft. Growth Rate 2016 vs 2018



Difficulty of Finding Space



Artist/Cultural Sector Confidence in Staying in the Next Five Years



LIC Businesses & Organizations: Survey Update February 2019



OVERVIEW

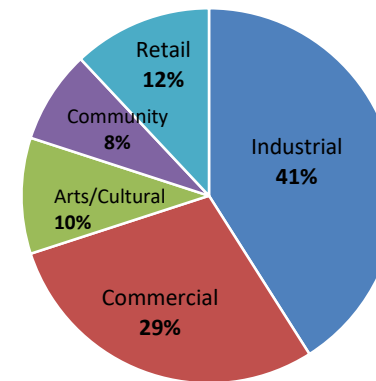
In December 2016, the Long Island City Partnership (LICP) released Phase I of its Comprehensive Plan for Long Island City (LIC). A core component of this plan involved conducting a robust existing conditions report, which was partly based on a detailed survey* (**2016 Survey**) of LIC's businesses and organizations. Two years later, LICP conducted a follow-up online survey** (**2018 Survey**). Below is a sampling of some of the 2018 survey findings. More details on both surveys, the Comprehensive Plan, and LIC can be found on our website at LICQNS.com.

* This survey, involving considerable door-to-door outreach and completed in April 2016, was sent to over 6,000 unique businesses and organizations and, after data clean up, resulted in 515 responses.

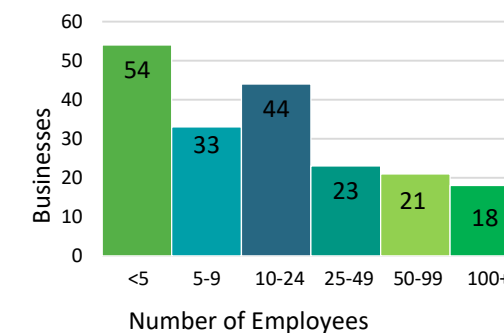
** The 2018 survey, conducted via email only, resulted in 204 unique responses.

WHO TOOK THE 2018 SURVEY?

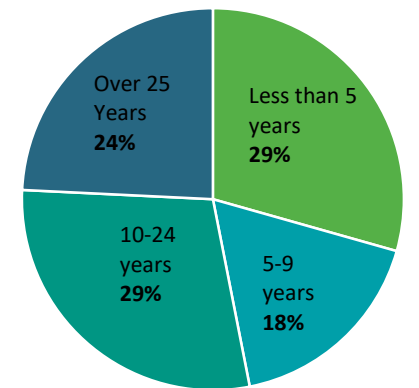
Survey Response Makeup by Sector



All Sectors: Number of Businesses by Number of Employees

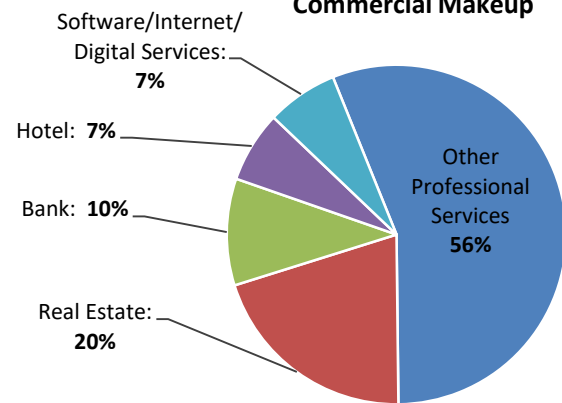


Years Operating in LIC

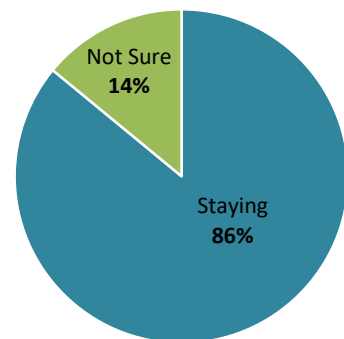


Commercial Sector: Highly Confident in LIC

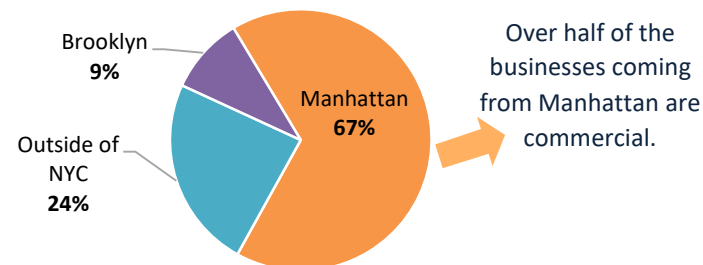
Commercial Makeup



Commercial Sector's Confidence in Staying in the Next Five Years



Origin of Businesses that Moved into LIC in the Last Three Years



Over half of the businesses coming from Manhattan are commercial.

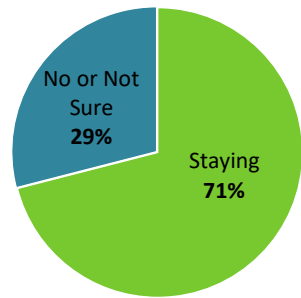


2016 - 2018 SURVEY COMPARISON

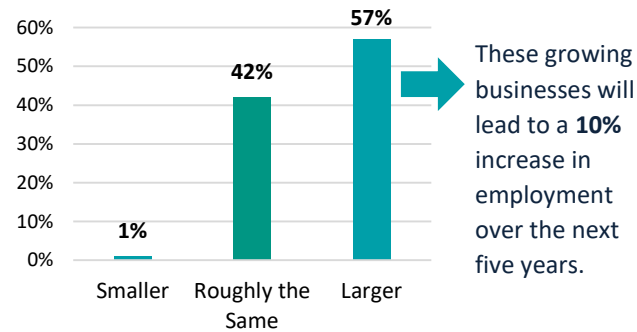
- Both surveys resulted in a mix of businesses closely resembling that reported in the 2016 American Community Survey, where LIC's **Industrial and Commercial** sectors comprise the bulk of its business mix (**65%** in 2016 and **70%** in 2018).
- The 2018 Survey found a significantly higher proportion of **Businesses moved to LIC from elsewhere (57%)** compared to 2016 responses (**34%**), indicating LIC's growing desirability.
- The 2018 Survey continues to reveal the difficulty of finding space, particularly among **Artist/Cultural (72%)** and **Industrial (65%)** respondents.
- While the 2018 Survey found more **Businesses (71%) Confident** they will still be in LIC in five years, many businesses are on **short leases** (expire < 3 years) as indicated by **55%** of respondents in 2016 and **60%** in 2018.
- Both surveys found that over **75%** of employees lived in the LIC area or elsewhere in Queens and most (**63%** in **2016** and **73%** in **2018**) travel to work via the subway.

LIC BUSINESSES ARE GROWING AND NEED SPACE

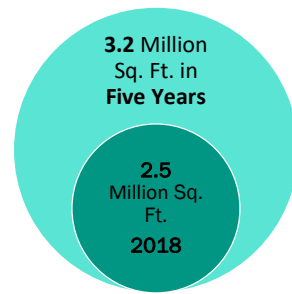
Confidence in Staying in LIC over the Next Five Years



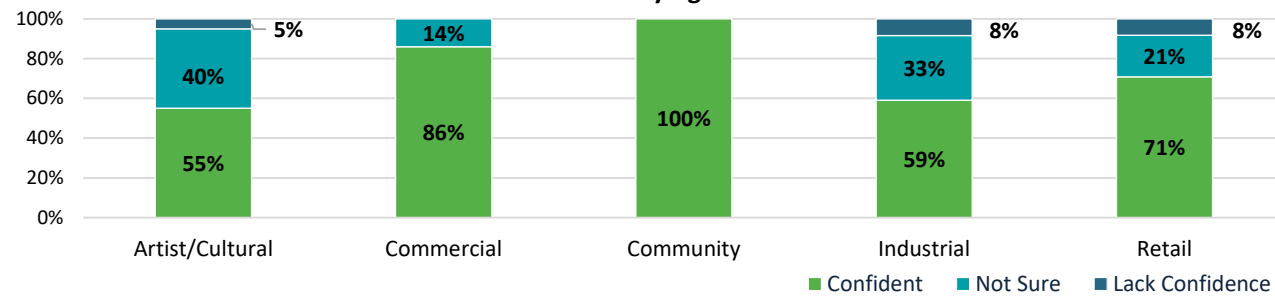
Employment Expectations in the Next Five Years



Size in 2018 vs Size in Five Years' Time



Confidence in Staying Across Sectors



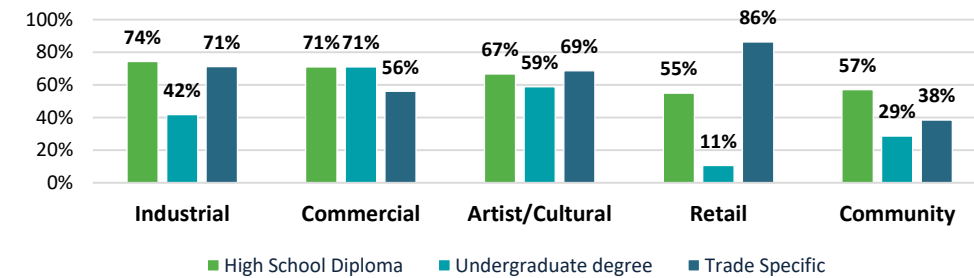
NEIGHBORHOOD PERCEPTION

| Highest Rated Assets | Greatest Needs for Improvement | Most Important Space Factors |
|--|---------------------------------|---|
| 1. Access to Roads, Highways, or Bridge/Tunnel Crossings | Public Transport Infrastructure | Availability of Reasonably Priced Real Estate |
| 2. Access to Public Transport | Road & Street Conditions | Industrial/Open Floor Plan Space |
| 3. Perception of Neighborhood Safety | Parking Availability | Flexible Lease Terms |
| 4. Access to Suppliers, Customers, or Related Businesses | Broadband Service | Access to Loading/Unloading Space |
| 5. Broadband Service | Lack of Retail Options | Traditional Office Space |

Many of the same LIC assets that attract businesses were also ranked high as requiring improvements.

JOBS & EDUCATION

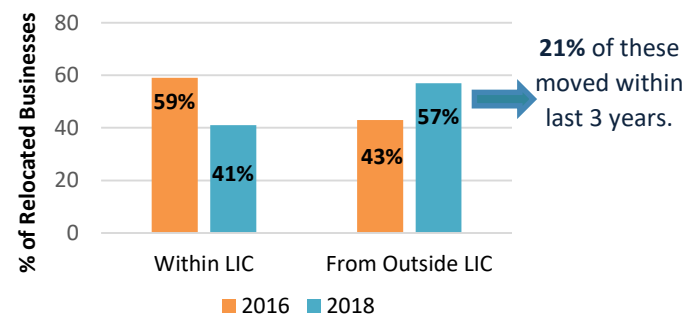
Education/Skills Requirements for >50% of Current Positions by Sector



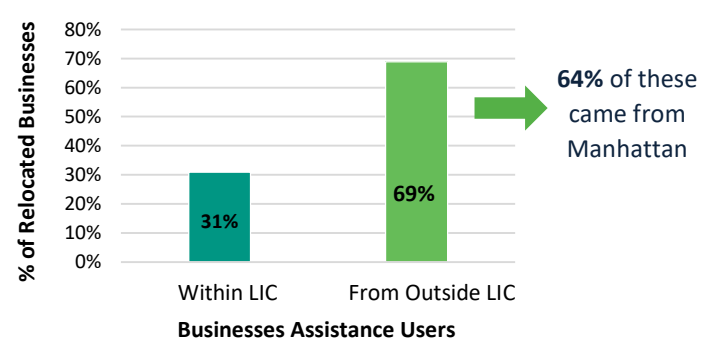
For most sectors, high school education and trade specific skills are paramount.

MORE BUSINESSES ARE MOVING TO LIC

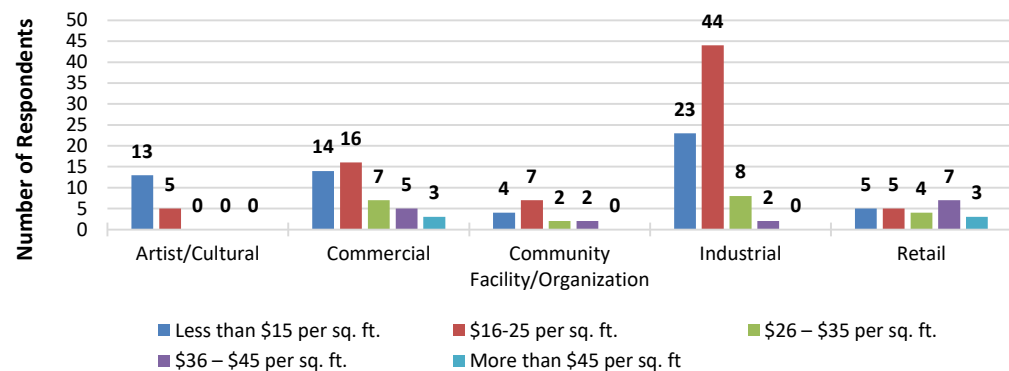
Businesses that Moved to LIC



Many Businesses Moving to LIC take advantage of LICP's Business Assistance, which can lower costs



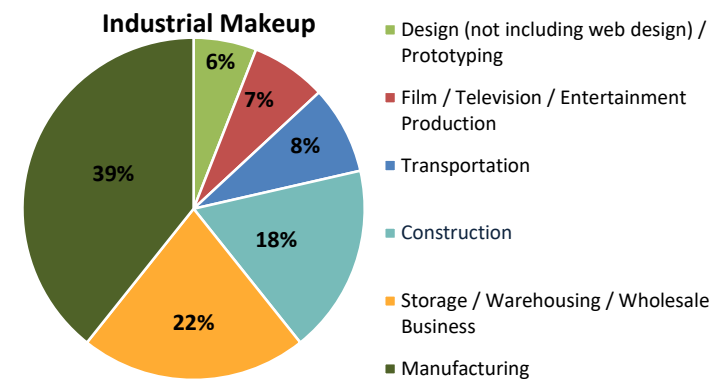
What Rent Range do you Consider Appropriate for your Type of Space?



Top Issues:

- Concerns about Affordability
- Desire for more Business Assistance
- Need for more Employee Amenities

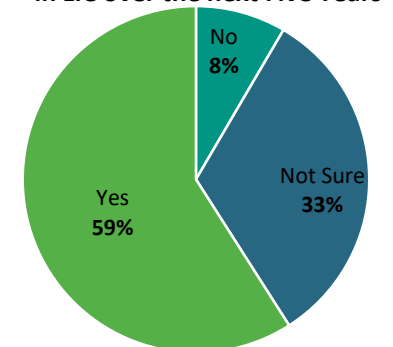
Industrial Sector: Large and Significant to LIC



"Growing center of industry - big brands are moving to LIC and need our services."

- Film / Television / Entertainment Production Business

Industrial Sector's Confidence in Staying in LIC over the next Five Years



Full Time Employment by Sector

