

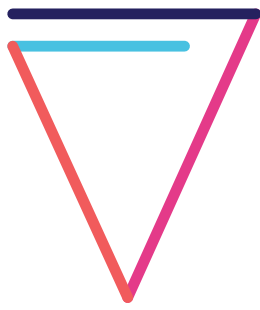
# LIC BID ANNUAL REPORT

2021



Long Island City  
Business Improvement District





## Dear BID Members & Neighbors:

We have completed our fourth year as an expanded District, and 17th as a BID, and continue to focus our attention on enhancing the neighborhood, celebrating our community and supporting our businesses. Despite the challenges brought on by the second year of the COVID-19 crisis, LIC has shown incredible resilience: 27 new businesses have opened during the pandemic; workers are returning to offices and visitors are exploring our cultural institutions; new buildings are filling with exciting tenants and streets are bustling with more foot traffic. Without question, being the most mixed-use community in NYC has kept us vital and strong.

Our team has helped businesses navigate a variety of COVID-19 related matters, including but not limited to the city's Open Restaurants mandates, indoor capacity restrictions, and other new regulations such as Key to NYC. We also found new ways to reach the community to support those businesses and connect with each other, all while keeping the BID beautiful, bright and functional.

On the following pages you can see more of what we did in FY21 (July 1, 2020-June 30, 2021), and get a peek of what's ahead in FY22. LIC will continue to bounce back stronger than ever, thanks to the business owners, residents, workers, students and visitors that make up our community.

Thank you for all you do to create and support our vibrant, mixed-use and authentic LIC.

Sincerely,

Elizabeth Lusskin  
Executive Director

David Brause  
Chairman





# LIC District Map



## Long Island City 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, creating a service area that spans 5.24 miles. Managed by the Long Island City Partnership, the BID provides supplementary sanitation, visitor services within the District, and carries out community development, marketing and beautification initiatives that benefit the neighborhood.

## Long Island City Partnership

Long Island City Partnership (LICP) is the neighborhood development organization for LIC. Our mission is to advocate for economic development that benefits the area’s industrial, commercial, tech, cultural, tourism, and residential sectors. The goal is to attract new businesses to LIC, retain those already here, welcome new residents and visitors, and promote a vibrant and authentic mixed-use community. LICP also operates the LIC Business Improvement District and LIC Industrial Business Zone (LIC IBZ), providing business services and assistance.

### BID Financials

	2021*	2020
<b>Support &amp; Revenues</b>		
Assessment revenue	\$908,000	\$908,000
Corporate contributions	\$31,780	---
Interest income	\$246	\$828
Release of restricted assets	\$5,000	\$5,000
Release of restricted assets	-\$5,000	-\$5,000
Total support & revenues	\$940,026	\$908,828
<b>Expenses</b>		
Total program expenses	\$849,423	\$873,543
Management and general	\$78,727	\$72,847
Total expenses	\$928,150	\$946,390
<b>Subtotal income over expense</b>	<b>\$11,876</b>	<b>(\$37,562)</b>
Net assets, beginning of year	\$358,454	\$396,016
Net assets, end of year	\$370,330	\$358,454

\* Unaudited



# COVID-19 Response & Efforts

Our efforts in response to COVID-19 have taken many forms. We distribute weekly newsletter updates with the latest information on the phases of reopening. We also maintain our COVID-19 Resources and Updates portal on our website, which includes the latest relief and assistance programs available to businesses, nonprofits and members of the public and one-on-one general support to businesses.

## Communications Response

**COVID-19 Web Portal:** COVID-19 Government Updates, Emergency Supply Sourcing, Grant & Loan Opportunities, Resource Links, Support Your Local Nonprofits

99 COVID-19 E-blasts

1000+ COVID-19 Social Media Posts

## Business Assistance

LICP's Business Assistance team has always served as a great resource to local businesses in the area. Through COVID-19, we expanded services to become a central resource for city, state, federal and financial institution assistance information. The team continues to share up-to-date guidelines and resources, and help individual businesses apply for a variety of programs and navigate application processes.

13 Business Support Webinars

57 Businesses Supported with PPP Loans & Grants

## Advocacy and Recovery

We work individually and with partners, such as the BID Association, Queens and other Chambers, NYC Employment Training Coalition, and more to try and get all levels of government to be more effective at helping our businesses and preparing for faster recovery to come on issues such as: Open Retail, support for winter outdoor dining, streamlining inspections, clarifying regulations, and quality of life issues that have been exacerbated by the pandemic.

## PPE Distribution

Since the beginning of the pandemic, we have been distributing free face masks, face shields and hand sanitizer to local businesses thanks to partnerships with NYC Department of Small Business Services, Queens Chamber of Commerce and Assemblywoman Cathy Nolan.

92,000+ PPE Units Distributed

250+ Businesses Assisted



LICQNS.com

# Beautiful



The BID beautifies our LIC streetscape year-round through horticulture, winter lighting, public art projects and more. Our 80 tree pits which are filled all Spring and Summer with seasonal plantings are now lit up with solar-powered tree pit lights to show them off throughout the night. Over the past year, we organized two community-wide volunteer days in the Fall and Spring where local residents and employees gathered to plant tulip bulbs or begonias in tree pits throughout the LIC BID. Thank you to Cub Scout Pack 90 and VOREA for all of your help! The BID also directly maintains the medians along Jackson Avenue and partners with the NYC Department of Parks & Recreation to maintain the Queens Plaza Greenway and Dutch Kills Green.

This year, and into the next year, we added public art within the BID with **LIC Is a Galaxy**, a collection of twenty fiberglass spheres created by five Queens-based artists and placed in tree pits throughout the district. Our LIC (Re)Connects Public Art Series in Rafferty Triangle and One Court Square was recently installed, as well as public art murals on Jackson Avenue and the Thomson Avenue Bridge, and more are currently in the works.

80 Tree Pits maintained  
15,000 Tulip Bulbs planted  
1,920 Begonias planted  
90 Hanging Baskets maintained  
18 Volunteers mobilized



20 Public Art Installations  
91 Banners in BID (180 total)  
125 Snowflake Lights  
3 Skyline Lights  
100 Tree Pit Lights





Ambassadors (left to right): Fallou Niang, Moustapha Keba, Yaya Konate, Gorgui Sene, Brahima Konate, Djibril Drame. (Not pictured: Nabassin Adedouawongob)



# Clean

The BID contracts with Streetplus to provide supplemental on-street services 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. Equipped with disposable sanitary gloves and face masks at all times, they have been crucial in keeping the community as clean and safe as possible.



14,048

Hours cleaning

146

Graffiti removals

7

Ambassadors



20,381

Trash Bags filled

98

Trash Cans maintained





# Community



We have adapted our efforts to support the community as much as possible as businesses reopen and residents and employees return to the neighborhood. The timeline below includes many important community-based events, initiatives, and call-outs from the past year.

## October 2020: LIC Springs Back!

Our usual LIC Springs! Street festival looked a little different this year due to the COVID-19 restrictions. We reframed this event to be a combination of small in-person events throughout Long Island City with virtual offerings, promotions, and over 3 days of festivities. #LICLocal businesses and organizations were showcased through over 100 creative events that were experienced safely by groups of all ages.

Many thanks to all of our participants, especially to Council Member Van Bramer for his support and our event partners: i2Print, LinkNYC, Lyft, Neuman's Kitchen, NYC Ferry, and Revel.

**82** LIC Businesses and Organizations Participated

## November 2020 - January 2021: Holiday Shop Small Promotions and Small Business Saturday

Throughout the holiday season, we like to remind people to shop local. As part of this effort, we held a holiday decoration contest. We invited the community to vote on their favorite holiday decorations, and participants and businesses were entered to win JetBlue tickets. We received an overwhelming turnout, with over 100 votes from the community. This contest brought more customers to local businesses throughout the district.

**180** Shop Small Tote Bags distributed

**95+** Community Members involved

**12** Businesses participated

**Plus** Corresponding e-blasts, social media posts, local signage and ads

## April 2021 - Present: Stop Asian Hate Campaign

At the height of the surge in anti-Asian hate crimes, LICP member i2print reached out to us to collaborate in spreading an important message of support for our neighbors. Posters and stickers were created by Artist Choichun Leung, printed by i2print, and distributed to the community by the LIC BID. They can be seen hung up in the windows of businesses throughout the neighborhood.

**100+** Posters / Stickers distributed

Featured on NY1 news

## June 2021: LIC Springs to Summer!

This year we adapted our annual street festival into a weeklong marketing opportunity in which over 100 local businesses offered promotions and events, which we in turn compiled into an LIC Passport booklet and distributed throughout the neighborhood. The event was widely attended and encouraged people to explore Long Island City while bringing additional foot traffic into local businesses.

**112** LIC Businesses and Organizations participated

**89** Promotions offered

**43** Events offered

## June - August 2021: Infrastructure Improvement Tours, Hurricane Ida Support, and Walking Tours

Infrastructure needs of the neighborhood are in high focus. We hosted walking tours with the Queens Borough President's Office, Commissioner Gutman of NYC Department of Transportation, and Council Member Jimmy Van Bramer to highlight the needs in the Queens Plaza/Court Square Area, as well as locations throughout the adjacent Industrial Business Zone. The suggested upgrades include improvements to crossings, geometry, street furniture and infrastructure. There will be more to come on this continued effort for necessary improvements that will involve the collaboration of many different City Agencies and community stakeholders.

After Hurricane Ida hit, we were able to tour with NYC Small Business Services Commissioner Jonnel Doris, the Queens Borough President's Office and the SBS Emergency Response Unit to stop by businesses that had suffered major damages from the storm and were in need of support. This allowed us to reinforce locations where improvements from the city would prevent repeat damages from future storms.





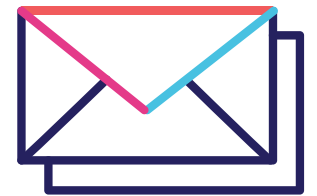


# Safe & Supportive

We rely heavily on our partnerships with the NYPD to keep the area safe, including our Community Partners at the **108th and 114th Precincts**. We have engaged with Commissioners, senior members and NCOs of both precincts as well as with agencies such as **DCWP, DOMHM, SBS**, and our partners at the **BID Association** throughout the pandemic to combat specific quality of life issues in the neighborhood. We have successfully advocated for increased patrols and presence in targeted areas in the district, engaged in every Build the Block meeting and attended meetings with the Senior Advisor for Recovery Safety Planning and Borough Commands.

In addition to these partnerships, we host frequent **roundtable meetings** where both NYPD Precincts and local business owners participate in discussions about current conditions, safety tips for businesses, and in general ways to make our BID safer. Lastly, we keep everyone up to date through our **BID email notifications and text alerts** for serious weather conditions, travel advisories, updates from the City and State and continuously monitor streetscape conditions to make sure everything from potholes to broken street signs are addressed as promptly as possible.

We want the BID to be safe and supportive for everyone so we conduct regular district walkthroughs with **Breaking Ground**, a city-designated homeless outreach organization, as well as maintain open communication with the **Department of Homeless Services and Department of Mental Health and Hygiene** to help connect those in need to resources and support.



**115** 311 Reports filed  
**22** Weather advisories / safety alerts

**Text LICBID to  
(929) 269-8848**

to join our LIC BID Texting Service and receive alerts, updates and news from around the district.

# Annual Survey Results & Merchant Feedback

Each year, we conduct a Member survey to assess our services and see how we can better respond to the ever-changing priorities and challenges of BID property owners and business owners. Thank you to all who participated!

## LIC BID Services Are Highly Valued

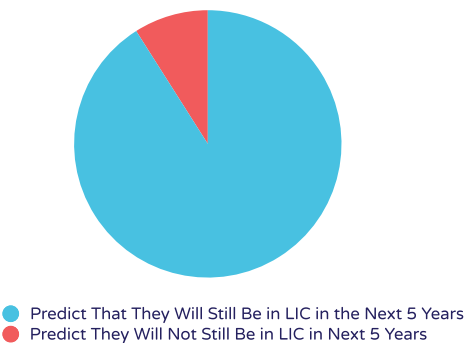
Business owners responded that marketing and promotion, as well as connecting them to city programs and services, are the most helpful one-on-one services we offer. They also responded that all of our neighborhood services such as keeping the district clean and safe are highly valuable to them.



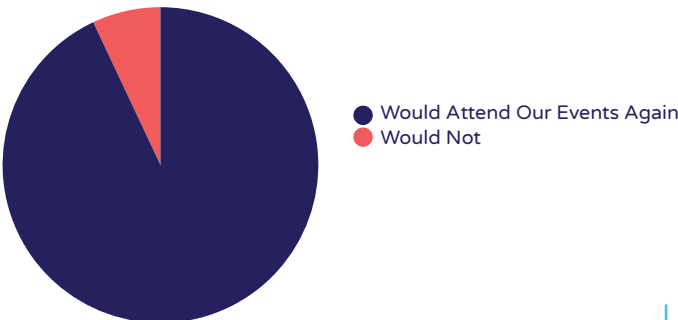
## Neighborhood Recognition

While our most visible services are our street sanitation team, horticultural services, business assistance services, and neighborhood events, some respondents were not aware that we also coordinate public art initiatives, organize community volunteer days, and coordinate with city agencies and local precincts.

91% of constituents surveyed are familiar with the LIC BID.

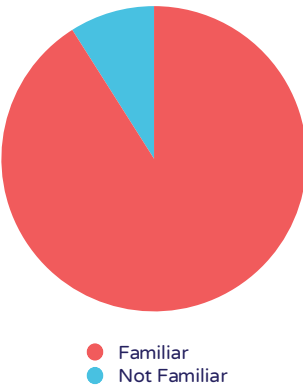


## Event Satisfaction



## Business Confidence

- “Great neighborhood”
- “Love having a business here”
- “It’s home!”
- “I love it here”
- “LIC just keeps getting busier, more built up, and beautiful!”
- “I see a lot of growth potential here.”



# Local

liclocal.nyc  
#liclocal

LIC Local is a smart signage system to boost connectivity and access within the neighborhood. The system combines physical signs with a mobile friendly web app map with continually updated information on LIC businesses, organizations, and events. Take a look around the neighborhood for the signs and give it a scan to see what’s happening nearby in LIC!



105+ Signs up in BID      2,600+ Total Scans  
170+ Signs up in LIC      35,000+ Total Views on Mobile Site

## LIC Gift Card - Shop LIC Local!

To help everyone discover what’s new and rediscover what’s still great, we’ve launched a new community gift card program. The LIC Gift Card is a digital gift card meant to keep local dollars local and can be redeemed at any business that signs up to participate. This is at no cost to participating businesses and at no cost for the LIC BID to manage. In addition to individual purchases, there are opportunities for corporate buyers to purchase LIC Gift Cards in bulk at a discounted rate. This can be a nice back-to-the-office incentive, a gift for new and returning residents, and a great way to support the 70+ local LIC businesses during the upcoming holiday season. Visit [licqns.com/communitygiftcard](https://licqns.com/communitygiftcard) for an interactive map of participating businesses and purchase LIC Gift Cards!

- |                           |                                |               |
|---------------------------|--------------------------------|---------------|
| 28 Restaurants            | 4 Beauty / personal care shops | 2 Bike shops  |
| 10 Cafes / dessert shops  | 3 Wine shops                   | 1 Bookstore   |
| 6 Dance / fitness studios | 3 Pharmacies                   | 1 Flower shop |

## Welcome New BID Businesses!

We have watched a few of our beloved BID Businesses shutter permanently during the toughest times of the pandemic, such as Corazon de Mexico, Creek and the Cave, and Clever Blend. Despite the challenges presented by the COVID-19 pandemic, the LIC business community has proven quick to rebound with a total of 27 new businesses opened in the BID over the past year. These businesses have contributed immensely to an even more bustling neighborhood and filled in gaps in the retail market. From clothing stores and hair salons to food halls, bakeries, and cafes, entrepreneurs are showing their commitment to Long Island City by choosing this neighborhood for their business.

\*Fiscal Year '22  
\*\* Relocated outside of BID boundaries

### North District

- City Acres Market
- Gong Cha
- Murray’s Cheese
- Penny Bridge\*
- Performance Lab\*
- Weill Cornell Medicine\*
- JACX & Co. Food Hall with 9 eateries: Mexology, Taim, Lotus & Cleaver, Beebe’s, Fieldtrip, Ghaya, Crif Dogs, Biao Sugar, Temakase

### Closed Businesses

- The Creek and the Cave
- John Brown BBQ\*\*
- Corazon de Mexico
- Something Sweet

### South District

- ABC Eats\*
- Aja Dumplings\*
- Baroness Burgers and Beer
- Beanstalk Cafe
- Blackstar Bakery
- Bonjour Food Market\*
- Champions Martial Arts\*
- Extra Butter
- JOKR
- Gorillas\*
- Heng Thai
- Kuku Chicken
- Mango Mango\*
- MG LIC Hair Salon
- Multi Sweet
- Pediatric Associates of NYC\*
- Tikka Masala
- Trader Joe’s
- Yumpling



FY21 LIC BID Board of Directors\*

Chair, David Brause, Brause Realty

Vice Chair, Patricia Dunphy, Rockrose Development Corp.

Treasurer, Alan Suna, Bridge Plaza Associates

Secretary, Gretchen Werwaiss, Werwaiss & Co., Inc.

Class A - Property Owners

North Subdistrict

Michelle Adams, Tishman Speyer

Matthew Baron, Simon Baron Development

David Brause, Brause Realty

Sarah Cohen, Gotham Realty

Patricia Dunphy, Rockrose Development Corp.

Adam Good, LargaVista Companies

Etai Gross, G Holdings

Caroline Page-Katz, UOVO

Aaron Shirian, Lions Group

Alan Suna, Bridge Plaza Associates

Gretchen Werwaiss, Werwaiss & Co., Inc.

South Subdistrict

Eric Benaim, Nardone Properties, LLC

Gianna Cerbone-Teoli, Cerbone, Vincenzo

Paul Cutrone, Vernon II

Roseanne DeRiso, 1076 Jackson Assoc., Inc.

George Heslin, Failte Care Corporation

Dr. Angelo Ippolito, LIC Chiropractic

Joe McManus, 47-46 Vernon Boulevard

Paula Kirby, Plaxall, Inc.

Richard Nieto, 10-87 Jackson Ave LLC

Class B - Commercial Tenants

North Subdistrict

Tony D’Aiuto, Levante

Chris Doeblin, Book Culture

Henry Goodfriend, Estee Lauder Companies Inc.

Margaret McCue Guillon, MetLife

Gary Kesner, Silvercup Studios

Victor Nair, Lucky Pizza

Lisa Reifer, JetBlue Airways Corporation

South Subdistrict

Patrick Burke, Woodbines

Ellen Day, BrickHouse Ceramic Art Center

Donna Drimer, Matted LIC

Jerry LaSpisa, M&T Bank

Jessica Lee, Taste Creme

Elliot Park, uBreakiFix

Class C - Residents

North Subdistrict

Jasmin Coates, Alta+ by Ollie

South Subdistrict

Leslie Nilsson, Bartleby & Sage

Class D - Elected Officials

Mayor Bill de Blasio, represented by Roxanne Earley, NYC Department of Small Business Services

NYC Comptroller Scott Stringer, represented by Haris Khan

Queens Borough President Donovan Richards, represented by John Perricone

NYC Council Member Jimmy Van Bramer, represented by Matthew Wallace

Class E - Non-Voting Members

Queens Community Board 1, represented by Florence Koulouris

Queens Community Board 2, represented by Lisa Deller

*\*Please visit our website to see the current Board list for FY22.*

LIC Partnership Staff

Elizabeth Lusskin

Executive Director, LIC BID

President, LIC Partnership

BID Operations

Angelica Hart

Senior Manager of BID Operations

Dana Leventhal

BID Operations and Retail Support Manager

Business Assistance

Charles Yu

Senior Director of Business Assistance

Osagie Afe

Manager, Business Assistance

Henry Smith

Area Manager, IBZ East

Community Development

Andrew Taranto

Project Manager, Community Development

Marketing and Events

Bari Lasky

Senior Manager, Events

Sierra Brown

Senior Manager, Marketing & Communications

Administration

Ying Huang

Chief Administrative Officer

Jean Lateef

Director of Fiscal Operations

Scan to purchase an LIC Gift Card!

