



Long Island City Business Improvement District



ANNUAL REPORT

2022

Dear BID Members & Neighbors:

The LIC BID is embracing change, with new leadership and opportunities emerging at a pivotal time in our history. We continue to enhance and track neighborhood developments, assist businesses through our core services, and celebrate community via unique events and promotions. While the impact of the pandemic lingers, the LIC BID remains steadfast in its mission to support the neighborhood’s recovery and champion its many assets.

LIC’s mixed-use community remains incredibly resilient: a record 30 businesses opened in the district this fiscal year; new or renovated commercial properties have debuted, housing a range of exciting and diverse businesses; and our thoroughfares are busier than ever with foot traffic. Our marquee annual street festival, LIC Springs!, returned to an in-person format, attracting thousands of attendees of all ages to Vernon Boulevard. We also introduced our first Lunar New Year Celebration. What’s more, a focus on infrastructure improvements and a series of new art installations throughout the district have enhanced our presence in the public realm.

Even with all of the exciting movement we have seen this year, serious burdens remain for our businesses, and we remain committed to assisting where necessary to help them navigate the lasting impact of the pandemic. We prioritize keeping our business community up-to-date on financing assistance and regulations that impact operations, and we are here to help expedite permit requests, communication with city agencies, and more. We also maintain strong relationships with our local precincts to address public safety concerns.

On the following pages you will learn more about our activity in FY22 (July 1, 2021-June 30, 2022) and see what’s ahead in FY23. Thank you to the business owners and workers, residents, students, and visitors that make us authentically LIC.

Sincerely,



A handwritten signature in dark ink, appearing to read 'Laura Rothrock'.

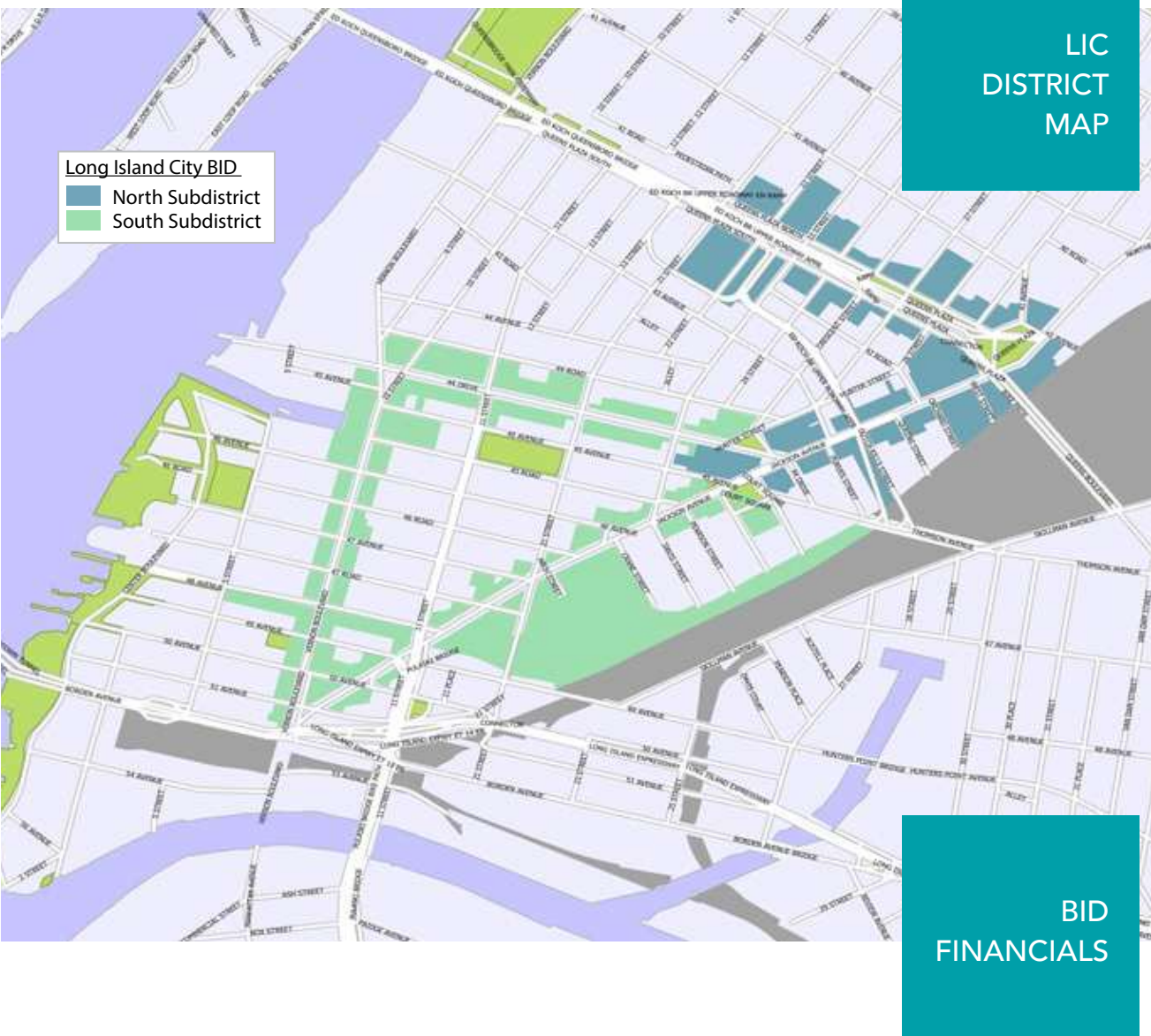
Laura Rothrock
Executive Director



A handwritten signature in dark ink, appearing to read 'David Brause'.

David Brause
Chairman





	2022*	2021
Support & Revenues		
Assessment revenue	\$908,000	\$908,000
Corporate contributions	\$38,411	\$20,667
Interest income	\$76	\$246
Total support & revenues	\$946,487	\$928,913
Expenses		
Total program expenses	\$811,276	\$838,868
Management and general	\$62,755	\$77,951
Total expenses	\$874,481	\$916,819
Subtotal income over expense	\$72,006	\$12,094
Net assets, beginning of year	\$370,548	\$358,454
Net assets, end of year	\$442,554	\$370,548

* Unaudited

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.

Sanitation

The LIC BID contracts with Streetplus to provide supplemental on-street services such as sidewalk sweeping, bagging trash, sanitizing benches, and snow and ice shoveling. Our seven-person sanitation team also serves as a great resource for visitors, acting as important neighborhood ambassadors.

While our team performs monthly graffiti removals around the district, we also work with property owners and city agencies to remove larger incidents. This year for the first time, we held a Corporate Volunteer Day, wherein 50 employees from Tishman Speyer helped remove graffiti from a facade.

Thank you to our volunteers!



Ambassadors (L-R): Brahima Konate, Moustapha Keba, Yaya Konate, Abou Fall, Djibril Drame, and Fallou Niang. (Not pictured: Nabassin Adedouawongob)



14,144
hours
cleaning



112
trash cans
maintained



37,210
trash bags
filled*

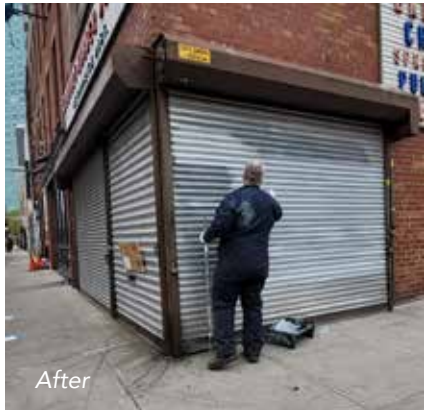
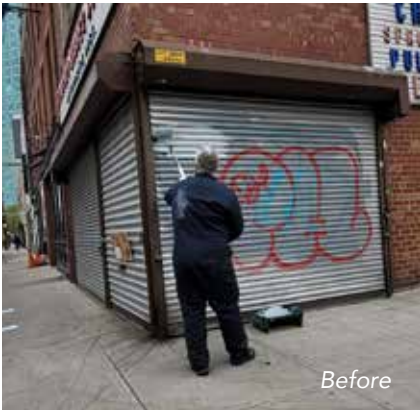


235
graffiti
removals

**78% increase in total trash bags filled, 3,100 avg per month*

“The cleaning guys in the blue uniforms keep the neighborhood nice and clean. Even in hot weather.”

Laura Maldonado
Douglas Elliman
47-37 Vernon Boulevard



Beautification and the Public Realm

The LIC BID beautifies the neighborhood streetscape year-round through horticulture, winter lighting, public art projects, and more.

Seasonal plantings fill our 90 tree pits all spring and summer, and throughout the night, solar-powered tree pit lights show them off. We organized a successful community-wide volunteer day this fall, where local residents and employees gathered to plant tulip bulbs in tree pits throughout the LIC BID. The LIC BID directly maintains the medians along Jackson Avenue as well as the Queens Plaza Greenway and Dutch Kills Green, in partnership with the NYC Department of Parks & Recreation.

Public Art

In an effort to connect our community to the public realm this year, we expanded our focus on public art in the community with our LIC (Re)Connects projects, featured along primary commercial corridors and surrounding areas.



90

tree pits maintained



50

volunteers mobilized



1,920

begonias planted



15,000

tulip bulbs planted



91

banners in BID*

100

tree pit lights

112

snowflake lights

3

skyline lights

*180 banners total



20

public art installations



Marketing

Marketing has played a major role in the recovery of our business community. Our initiatives this year connected residents, visitors, and employees directly to our small businesses.

The Wonderful World of LIC 'Shop Small' Holiday Campaign



5,000
postcards
distributed



promoted various
shopping guides
on our website



Business Profile Videos by Producer Alan Goldsher



9

BID businesses
featured



TFC Shop Small Week

Collaboration with one of LIC's preeminent residential developers to showcase local businesses to their tenants through a series of promotions



37
businesses
participated



LIC Gift Card



\$24,510
cards sold



86
businesses
featured



3
bulk
purchases

Public Safety

To keep our district safe, we rely heavily on the NYPD, which includes our Community Partners at the 108th and 114th Precincts. We continue to advocate for increased patrols and presence in targeted areas. Our attendance at monthly Build the Block and Community Council meetings elevates business and property owners' concerns to senior officials from the Queens Patrol Borough North, which informs and strengthens our partnership with the NYPD.

We host public safety roundtable discussions to invite local business owners to dialogue with the NYPD. We also provide urgent email and text alerts such as severe weather conditions and travel advisories to 250 BID businesses.

With help from our partners at Breaking Ground, a city-designated homeless outreach organization, and the Department for Homeless Services and Department of Mental Health and Hygiene, we are able to offer assistance, resources, and support to those most in need.

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

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



115

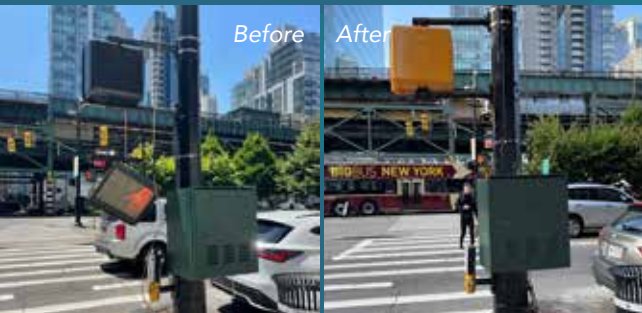
311 reports filed



22

weather advisories / safety alerts

Before After



New Businesses

At the start of 2022, the LIC BID supported many businesses that were facing challenges such as exponential increases in their utility bills, as well as violations related to their outdoor dining structures. We provided guidance about how to set up payment plans with the ConEd and how to dispute or reverse violations received.

The retail market in Long Island City continues to grow at a fast pace. Within the last year, thirty new businesses have opened, including: the first Sweetgreen location in Queens, eight restaurants, four bubble tea shops, three fitness studios, three healthcare providers, one hotel, and one pet grooming service.

Vacancies in the neighborhood are filled quickly, and we are so happy to welcome these new businesses to the neighborhood. Of the seven businesses that closed over the course of the year, three locations already have incoming tenants.



30

new BID
businesses opened



119

businesses participated in
LIC Springs! Street festival



204

businesses assisted with permit
approvals, access to financing, and
payment plans set up with Con Edison



12

businesses participated in sanitation
pilot program for cleaner streets

NEW BUSINESSES

North District (NSD)

CooCooCaChoo	Paris Baguette
Dun Huang	Performance Lab
Hot Chicken Takeover	Sweetgreen
LIC Dental Associates*	Weill Cornell Medicine
Mito Asian Fusion	

Coming Soon

Five Iron Golf	Teso Life
Spot Dessert Bar	Walgreens
Target	

Closed Businesses

American Hero	JOKR	Santander Bank
Bella Via	Penny Bridge	Yoyoso
Bierocracy		

South District (SSD)

ABC Eats	Jungly*
Ai Mart Asian Market*	Kakes NYC
Bonjour Food Market	L Eye C Optics
Bout Boxing	MeetFresh
Champions Martial Arts	Safir Mediterranean Grill
Chun Yang Tea	Sami's Kebab House
Cigarillo Smoke Shop	Sonder Hotel
Concept Coffee	Spectrum*
Gorillas	Vernal Aesthetics Skincare*
Honey Nail Salon	Wow 4 Paws
Icha Boba	
I'Milky*	

* Fiscal Year 2023



What the Business Community Says

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 and business owners.

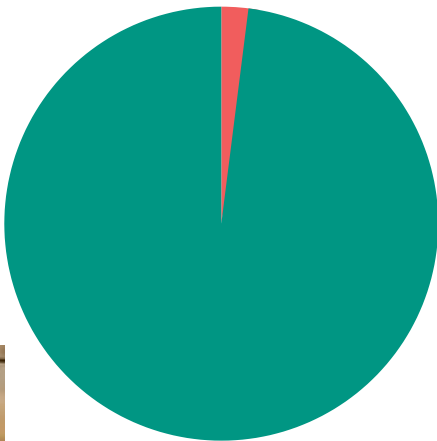
Thank you to all who participated!

Satisfaction Guaranteed

Business owners felt that our most helpful service is marketing support, followed by connections to city programs and services, and assisting with permit approvals. We devoted special attention to expanding our marketing programs over the last year, including marketing roundtable discussions, helping LIC businesses send promotions to local residents, and collaborating with a producer to create free promotional videos for small businesses.

Recognition

While our most notable programs are our events, marketing initiatives, business assistance, sanitation team, and horticultural services, some respondents were not aware that we also remove graffiti, coordinate public art projects, and organize community volunteer days.



98%

of business owners surveyed
are satisfied with our
services



*"I want to continue operating
my business here."*

*"It's a growing neighborhood and
we see a lot of potential here."*

"Love LIC!"

*"I am very happy with the
neighborhood and welcoming
atmosphere of LIC."*

*"We expect to be
very successful."*



Summer 2021

FISCAL
YEAR IN
REVIEW



September 3: Walk-through with former SBS Commissioner Jonnel Doris to assist businesses affected by Hurricane Ida.



September 21: The LICP Awards Gala, which celebrates community leadership, returned to an in-person format—the first time since 2018—with a successful large-scale event at the JACX, one of LIC’s most notable new office and mixed-use buildings.



November 11: Thank you to our fall community members who helped us plant tulips in our 90 tree pits!



November 12: We held a ribbon-cutting ceremony to unveil The Ribbon, the latest temporary installation as part of our LIC (Re)Connects art program, located in Court Square. The event drew notable community members, along with press and installation collaborators. We thank all involved, as well as those who submitted an ‘LIC Love Note’ to be featured as part of the installation.



November 27: As a way to promote our small businesses during the holiday season, we created and handed out 5,000 postcards to the community, with links back to shopping guides and listicles on our website, highlighting ways to shop locally during the holiday season and year-round.



Winter 2021



December 7: We held our first joint LICP and LIC BID Member Celebration at the WeWork in the JACX to much fanfare.



December 13: Our annual LIC Lights Up celebration marked the return of our district holiday lights and provided the community with a festive family-friendly experience during the holiday season. The event was held in collaboration with the Chocolate Factory, LIC Sings, and Little Chef Little Café.



December 17: We helped collect donations from the community to drop off at the Floating Hospital's Annual 'Candy Cane Lane' donation. They collect toys, clothing, books, etc. to donate to kids and teens in need around the community during the holidays.



Winter 2022



February 9: For the first year ever, we held a Lunar New Year Celebration on Jackson Avenue outside of Xi'an Famous Foods, along with a month of promotions from businesses around LIC. With support and help from our community, Lunar New Year was a great family-friendly event that we look forward to for years to come.



Spring 2022



May 2-8: To thank our educators this year, we held our first ever Educators Appreciation Week. Over a week, different businesses held promotions specific to those working in education settings—a wonderful way to support both educators and our local businesses.



May 15-21: In collaboration with TF Cornerstone, one of the community's leading residential developers, we created a week of special promotions for their tenants, a model we hope to use in the future to enhance local support of our many businesses.



June 1: More than 50 volunteers from Tishman Speyer helped us paint over a major graffiti incident in the district.

FISCAL
YEAR IN
REVIEW



June 18: Our LIC Springs! street festival returned to Vernon Boulevard this year with nearly 10,000 attendees and 110 participating businesses and organizations from around LIC. ***Thank you to our community and all those who were involved in helping us bring this event back!***



"LIC Springs! was amazing. We got six new sign-ups."

Sophia Petrocelli
General Manager, OrangeTheory LIC

"Just want to say thank you again for the LIC Springs! fair. A lot of my students enjoyed it as well. We would love for it to keep being on Saturdays—it brought a lot of life to the community."

William Dobie
Owner, Champion Martial Arts



FY22 LIC BID Board of Directors*

Chair, David Brause, Brause Realty
Vice Chair, Patricia Dunphy, Rockrose Development Corp.

Treasurer, Gretchen Werwaiss, Werwaiss & Co., Inc.
Secretary, George Heslin, Failte Care Corp.

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
Etaí 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

Henry Goodfriend, Estee Lauder Companies Inc.
Margaret McCue Guillon, MetLife
Tony D’Aiuto, Levante
Victor Nair, Lucky Pizza
Lisa Reifer, JetBlue Airways Corporation

South Subdistrict

Donna Fermin, 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

Ido Simonyi

South Subdistrict

Sarah Weitlauf

Class D - Elected Officials

Mayor Bill de Blasio, represented by Morgan Geraghty, NYC Department of Small Business Services
NYC Comptroller Scott Stringer, represented by James Mongeluzo
Queens Borough President Donovan Richards, represented by John Perricone
NYC Council Member Julie Won, represented by Farah Salam

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 FY23.***

CONNECT
WITH US

 @licqns
 @licpartnership
licqns.com/bid

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LIC Partnership Staff

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Executive Director, LIC BID
President, LIC Partnership

BID Operations

Angelica Hart
Director, BID Operations
Dana Leventhal
Senior Manager, BID Operations and Retail Support

Business Assistance

Charles Yu
Senior Director, Business Assistance
Osagie Afe
Senior Manager, Business Assistance
Henry Smith
Area Manager, IBZ East

Community Development

Andrew Taranto
Project Manager, Community Development

Marketing and Events

Bari Lasky
Director, Events
Sierra Brown
Director, Marketing and Communications
Signe Wurtz
Events & Marketing Coordinator

Administration

Ying Huang
Chief Administrative Officer
Lisa Murray
Office Manager