



Long Island City  
Business Improvement District

# ANNUAL REPORT

2023

# Dear BID Members & Neighbors:

The Long Island City Business Improvement District proudly marks another successful year of enhancing our neighborhood. In our sixth year as an expanded district and eighteenth year since formation, we've focused on neighborhood improvement, supporting local businesses, and fostering community connection. This year, we witnessed unprecedented growth: a remarkable 30% increase in new businesses—totaling 30, including major brands like Target, Walgreens, and Teso Life, alongside unique local establishments like Ai Mart and Casa Lola.

Our commitment to supporting both new and existing businesses remains steadfast. Through our Business Assistance team, we offer vital services such as financing aid, access to grants and loans, and expediting permit processes. Additionally, we keep the community informed about crucial updates from government partners, while serving as a liaison for navigating city regulations.

As our neighborhood evolves, so do our advocacy efforts for improved services, pedestrian safety, and infrastructure. We invite you to explore our accomplishments in FY23 and take a glimpse at what lies ahead in FY24. A heartfelt thank you to the diverse community of business owners, residents, and visitors who make LIC truly authentic.

Sincerely,



Laura Rothrock  
Executive Director



David Brause  
Chairman









# LIC District Map

BID FINANCIALS	2023*	2022
Support & Revenues		
Assessment revenue	\$1,000,000	\$908,000
Corporate contributions	\$18,423	\$41,372
Interest income	\$5,711	\$76
Total support & revenues	\$1,024,134	\$949,448
Expenses		
Total program expenses	\$922,326	\$770,331
Management and general	\$64,969	\$62,269
Total expenses	\$987,294	\$832,600
Subtotal income over expense	\$36,840	\$116,848
Net assets, beginning of year	\$487,396	\$370,548
Net assets, end of year	\$522,236	\$487,396

\* 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 and with a service area that now 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 Local Development Corporation (LDC) for Long Island City (LIC), Queens. LICP champions economic development efforts that benefit the neighborhood at large, along with its members, comprised of businesses and organizations reflective of LIC's industrial, commercial, retail, science and technology, residential, cultural and tourism sectors. LICP works to attract new businesses to LIC, retain those already here, engage residents and visitors, and promote a vibrant and authentic mixed-use community. LICP also manages the LIC Business Improvement District (LIC BID) and LIC Industrial Business Zone (LIC IBZ), providing business services and assistance.

# Keeping Long Island City...



Ambassadors (L-R): Brahima Konate, Moustapha Keba, Yaya Kondate, Abou Fall, Djibril Drama, Nabassin Adedouawongob, Fallou Niang (not pictured)

## Clean

Our seven-person team works rain or shine, seven days a week, providing supplemental on-street sanitation services, such as sidewalk sweeping, bagging trash, and sanitizing / maintaining street furniture, to keep our thoroughfares clean and functional. They also shovel and salt the intersections throughout the winter.

\* 27% increase in total trash bags



14,112  
hours  
cleaning



112  
trash cans  
maintained



47,173  
trash bags  
filled\*



963  
graffiti  
removals





91

banners  
in BID  
total: 180

90

hanging  
baskets  
maintained

113

snowflake and  
skyline banner  
lights

Credit: Uovo

# Beautiful

The BID enhances the appearance of LIC's streets throughout the year with such activities as horticulture, winter lighting, public arts initiatives, and more. In the past year, we installed tree guards and signs in 40 tree pits to safeguard our plantings.



80

tree pits  
maintained



15,000

tulip bulbs  
planted



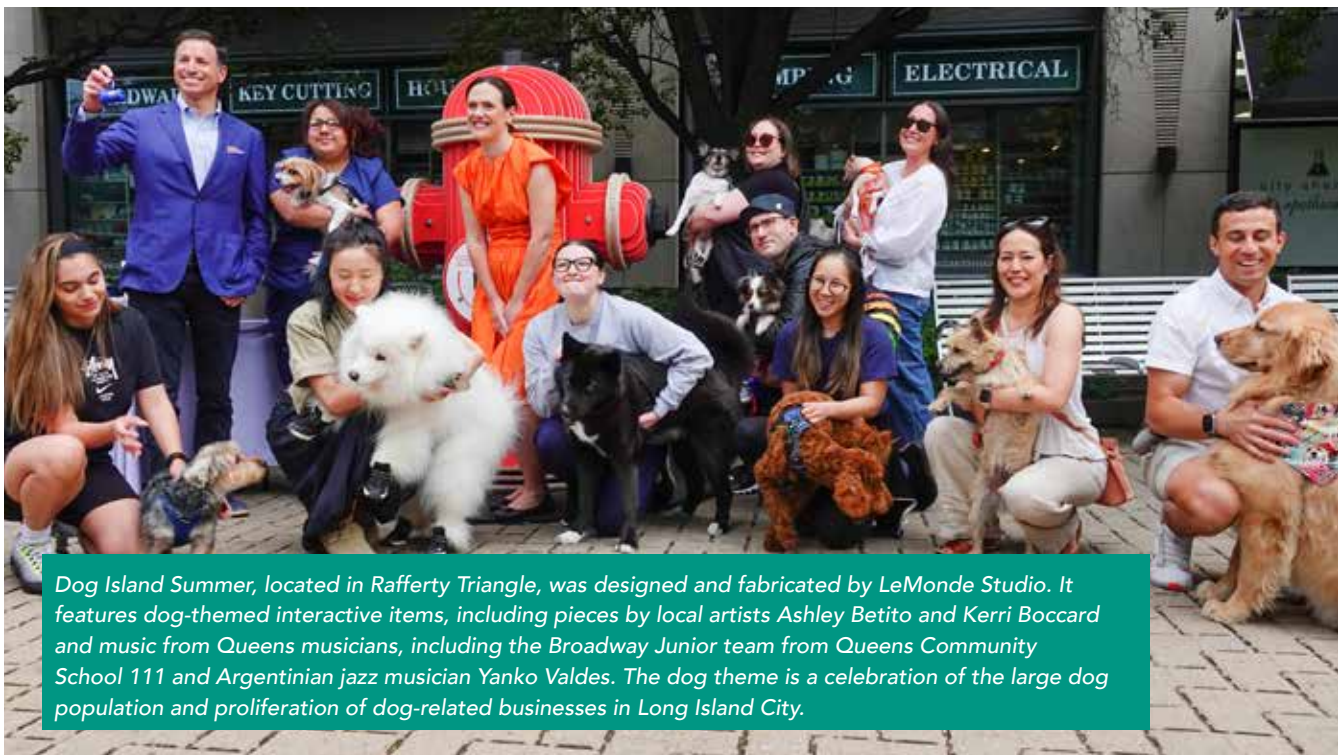
1,920

begonias  
planted



18

public art  
installations



Dog Island Summer, located in Rafferty Triangle, was designed and fabricated by LeMonde Studio. It features dog-themed interactive items, including pieces by local artists Ashley Betito and Kerri Boccard and music from Queens musicians, including the Broadway Junior team from Queens Community School 111 and Argentinian jazz musician Yanko Valdes. The dog theme is a celebration of the large dog population and proliferation of dog-related businesses in Long Island City.

# Keeping Long Island City...



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

Join the LIC BID Texting Service to receive alerts, updates, and news that could help protect and prepare your business.

## Safe

We rely heavily on our partnerships with the NYPD at the 108 and 114 precincts, along with Community Boards 1 and 2, local community partners, Breaking Ground (a homelessness assistance non-profit), and other city agencies that keep the area safe. We share important information and issues with our member businesses on a weekly basis.



**103**

311 reports  
filed



**17**

weather advisories /  
safety alerts



Community Safety  
WhatsApp Group



# Connected + Supported

Connecting our local businesses to the residential and working community in LIC is integral to their success. Our marketing initiatives serve our businesses, both new and old, and make sure the community knows to SHOP, DINE, DRINK—LOCAL.

Thanks to the endeavors of Long Island City Partnership, we can offer our BID businesses valuable exposure on social media platforms and newsletters, as well as connect them with a wide range of programs, networking and educational opportunities.

We also support local businesses through one-on-one assistance, helping with openings, access to financing, and loan / grant opportunities.

The LIC Community Gift Card features 99 area businesses and encourages consumers to “Keep Dollars Local.”

Our holiday BINGO card provided an enjoyable and interactive way for the community to discover participating gift card businesses during the festive season.

## \$100K Grant SBS Opportunity Fund

With our support, an LIC business was awarded the sought-after SBS Opportunity Grant, which provides \$100k for operational expenses.



22  
BID businesses assisted



~\$4,000  
gift cards sold




5,000  
BINGO cards distributed during the holiday season



### LIC Shop Small Holiday Bingo

Saturday, Nov. 19 - Tuesday, Dec. 13  
For Participating Businesses Only; See Reverse for Details & Rules

take your friend to dinner	get a massage	go to a happy hour	try a new activity	sign up for a rewards program
buy ingredients for a homemade meal	buy an LIC gift card for a neighbor	buy wine with a best friend	post a photo of your meal on Instagram	get your favorite photo framed
order takeout for a friend	chat with a business owner	 Bingo Ball!	buy a salty snack	buy something LIC-themed
buy something made in LIC	share this event on Instagram	buy something new for your home	post three positive reviews on Google	take a selfie in front of a shop
post a photo of a store display on Instagram	buy a gift and have it wrapped	shop with a friend from outside of LIC	buy something sweet	go to an outdoor walk and view

Questions?  
Email [bid@partnership.org](mailto:bid@partnership.org)

[@licqns](https://licqns.com)

# Get to Know Our Businesses

## Casa Lola

47-46 VERNON BLVD

*"We are old school tapas, nothing reinterpreted. The classic tapas. Those pure, intense, bright and colorful flavors. We are full of passion because we are in love with this project... You have Astoria next door, all of Queens, you are one stop from Manhattan across the bridge, you have the office workers here who are looking for happy hour spots. There are a ton of factors that make Long Island City excellent for restaurants."*

Valentina Salcedo  
Chef & Owner

## Jungly

12-23 JACKSON AVE

*"We wanted to be in Queens specifically because of how diverse it is and we wanted to reflect that on our menu, that it's a melting pot. There's literally no rules for our menu, we'll add or take off what we need to to make sure everybody is happy. You don't have to leave to go to Manhattan or Brooklyn to have a good time and that's why we opened up in Long Island City now. I've lived here for 10 years."*

Suraj Patel  
Owner



Read our most recent  
retail spotlights at  
[licqns.com/retail](https://licqns.com/retail)





# Multisweet

21-52 44TH DR

*"I'm from China originally and I came to New York for my Master's degree in 2017. The first place I lived when I came to NYC was Long Island City. I really like this neighborhood and I chose to have my business here because I feel that people here are very open-minded towards different cultures and they appreciate different kinds of food and diversity. Also it's safe compared to other neighborhoods in NYC."*

Amber Zhao  
Founder

# Ai Mart

21-51 44TH DR

*"We chose to open Ai Mart in Long Island City to help sustain the growing Asian population here and, at the same time, spread awareness about our food to the non-Asian community."*

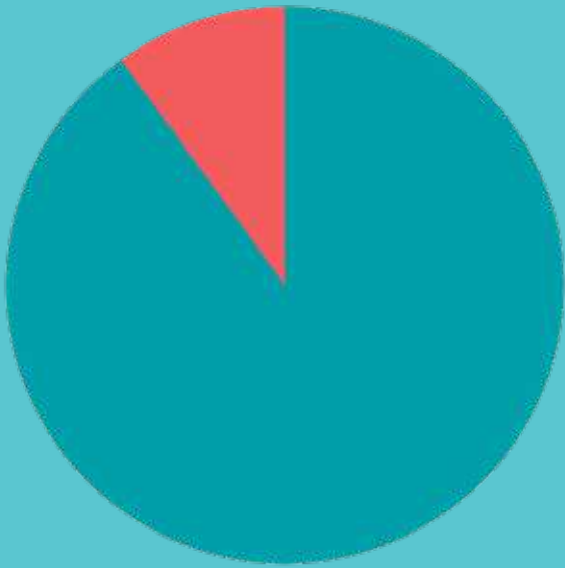
Andy Law  
Owner



# What the Business Community Says

Each year, we conduct a member survey to assess our services to 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!

**Of the new businesses surveyed, 100% are planning to stay in LIC for the next five years or more.**



**90%**  
Satisfaction Rate with  
BID Services

*“We love the neighborhood, it is only growing with new buildings coming in. We love our customers and want to be here for a long time.”*

*“LIC will always be my base in NYC.”*

*“Thanks to the LIC BID, it always has been really helpful.”*

*“I like the location, I love the people in LIC. It’s very convenient and close to Manhattan.”*

Businesses are appreciative of thorough street maintenance.

New local businesses are expressing satisfaction and a commitment to long-term operation in the area.

Organizations have been notably appreciative of the promotional strategies on social media platforms, help with permit approval, and consistent newsletters.

Over 90% of local businesses are highly satisfied with community initiatives like Lunar New Year events and art projects or Small Business Saturday. These efforts enhance community atmosphere and drive local shopping.

Businesses are highly appreciative of the partnership with Neighborhood Coordination Officers, which ensures a secure and stable environment for both commercial activities and the broader community.

# Business Voice



# New Businesses

Long Island City’s retail scene has truly flourished: 30 new businesses opened in LIC this year, an almost 30% year-over-year increase. The district welcomed 16 new restaurants, four retail stores, two grocery stores, and two skin clinics, among others.

## North Subdistrict (NSD)

- |                  |                       |
|------------------|-----------------------|
| Bobwhite Counter | LIC Dental Associates |
| Dozo Dog         | Spot Dessert Bar      |
| Green Valley     | Sushi Nikko           |
| Jing Li          | Target                |
| Juliet’s Pizza   | Walgreens             |

## Closed Businesses

- |                        |              |
|------------------------|--------------|
| Bellwether             | Pennybridge  |
| Gorillas               | Sushi Daizen |
| Palace Chicken + Grill |              |

## South Subdistrict (SSD)

- |                      |                                      |
|----------------------|--------------------------------------|
| 4747 LIC             | Ros Niyom                            |
| Ai Mart Asian Market | Skincare Philosophy                  |
| Bond Vet             | Spectrum                             |
| Casa Lola            | Stillwell Secondhand Furniture       |
| Five Iron Golf       | Teso Life                            |
| GNC                  | United Equipment Supply              |
| Joypot               | Vernal Aesthetics Skincare           |
| Jungly               | Xi’an Famous Foods (Second location) |
| Kaiyo Omakase        |                                      |
| Lately Cafe          |                                      |
| I’Milky              |                                      |
| The North Bowl       |                                      |





## Volunteer Days

We organized five successful volunteer days in and around LIC BID, thanks to JetBlue and Tishman Speyer volunteers. We are grateful for the support from LaGuardia Community College and other LIC community members who helped make our neighborhood cleaner and more beautiful for all.





## LIC Lights Up

We hosted LIC Lights Up this year at LIC Bar to kick off the holiday season and celebrate the installation of our winter lighting. In partnership with the Chocolate Factory Theater, this year's event featured caroling by Sing LIC, storytelling, a local jazz trio, warm hot chocolate and treats from local business Little Chef Little Cafe. Donations were collected for the Floating Hospital's annual holiday drive.



## Lunar New Year

For the second year, we held the month-long LIC Lunar New Year Celebration (January 20–February 19), which featured 50+ participating businesses. As the home to NYC’s fastest growing Asian community, the program showcased LIC’s diversity through a variety of activations and promotions, welcoming residents, workers, and visitors to experience Lunar New Year across the neighborhood.





To kick off the program, we hosted a press launch at LIC BID business Dun Huang Noodles, featuring a traditional lion dance, noodle-pulling demonstration, and introductions by local elected officials. The event and celebration at large received coverage from amNewYork, WPIX11, LIC Post and MTA Away, among others.



New York City Council Member Julie Won with Chef Jianwei Nie of Dun Huang Noodles





## LIC Springs!

Despite the inclement weather, nearly 5,000 attendees and 130 businesses and organizations from all corners of LIC participated in the 10th annual LIC Springs! event on May 20. The marquee event features performances, workshops, fitness classes, outdoor dining, and unique activities for attendees of all ages. We extend our heartfelt gratitude to those who didn't let the rain dampen their spirits!







# 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, NY Irish Center

## Class A - Property Owners

### North Subdistrict

Paimaan Lodhi, Tishman Speyer  
David Brause, Brause Realty  
Sarah Cohen, Gotham Realty  
Patricia Dunphy, Rockrose Development Corp.  
Adam Good, LargaVista Companies  
Etaï Gross, G Holdings  
Caroline Page-Katz, UOVO  
Aaron Shirian, Lions Group  
Rachel Suna Britchkow, 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  
Jonathan White, 11-50 44th Road  
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, Estée Lauder Companies Inc.  
Peter Chie, Bloomingdales  
Margaret McCue Guillon, MetLife  
Shahjiar Kabez, Bridge Gourmet Market  
Tony D’Aiuto, Levante  
Victor Nair, Lucky Pizza  
Justin Ginsburgh, 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  
Suraj Patel, Jungly

## Class C - Residents

### North Subdistrict

Ido Simonyi

### South Subdistrict

Sarah Weitlauf

## Class D - Elected Officials

Mayor Eric Adams, represented by Zaxx Abraham, NYC Department of Small Business Services  
NYC Comptroller Brad Lander, represented by James Mongeluzo  
Queens Borough President Donovan Richards, represented by Shurn Anderson  
NYC Council Member Julie Won, represented by Isaac Blasenstein

## Class E - Non-Voting Members

Queens Community Board 1, represented by Florence Koulouris  
Queens Community Board 2, represented by Debbie Markell Kleinert



## LIC Partnership Staff

Laura Rothrock  
Executive Director, LIC BID  
President, LIC Partnership

### BID Operations

Angelica Hart  
Director, BID Operations  
Alex Hu  
Manager, BID Operations and Retail Support

### Economic Development

Charles Yu  
Vice President, Economic Development  
Osagie Afe  
Senior Manager, Business Assistance  
Henry Smith  
Senior Manager, Economic Development

### Marketing and Events

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

### Administration

Ying Huang  
Chief Administrative Officer  
Lisa Murray  
Office Manager



Long Island City  
Business Improvement District

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