



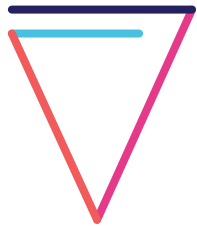
# LIC

## BID

## 2020 ANNUAL REPORT



Long Island City  
Business Improvement District



## Dear BID Members:

We have now completed our third year as an expanded District, and we've been doing more than ever to enhance the neighborhood. This past year, we have all faced unprecedented challenges and hardships, but we are so proud of our LIC community for the resiliency shown throughout this pandemic.

We started off the year strong, celebrating the LIC Partnership's 40th Anniversary with the very first Celebrate LIC Event, followed by our Fall Community Planting Day, Small Business Saturday and LIC Lights Up! Just when our tulips were bursting into bloom, COVID-19 caused the city to shut down. Our efforts shifted to support our local community and businesses through the many challenges we all faced. With key information emerging every day, we provided daily COVID-19 government updates, developed a COVID-19 portal on our website with current business listings, additional resources and a nonprofit support page. Our Business Assistance team went into overdrive providing support for businesses seeking loans and grants, to others seeking procurement opportunities or pivoting to PPE, hosting informational webinars and general one-on-one business assistance. We worked hard to get the city and state to provide timely and complete updates, and we promoted new opportunities for businesses to not only reopen but also achieve some measure of success.

The BID Field Operations team was able to continue our many efforts in keeping the LIC BID beautiful, clean and safe. We continued our expanded horticulture program with hanging baskets, tulip and begonia tree pit plantings and new tree pit lights. Our sanitation team provided extra supplemental cleaning services to not only keep the streets clean, but also safe and sanitary. Our expanded lighting program with over 120 snowflakes kept the BID bright all winter long.

The pandemic has taken a very large toll on our community and we have seen a few of our beloved businesses close their doors permanently. Yet, we are still seeing new businesses open, a hopeful sign of resilience. We are encouraging our local residents, workers and visitors to support the local community the best they can!

Through all, it's the people—the business owners, residents, workers, students and visitors—that contribute to our community's success. Thank you for all YOU do to make this area so vibrant and authentic.

Sincerely,

Elizabeth Lusskin    David Brause  
Executive Director    Chairman





## 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. Managed by the Long Island City Partnership, the BID provides supplementary sanitation and visitor services within the District, and carries out community development and marketing 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

	2020*	2019
<b>Support &amp; Revenues</b>		
Assessment revenue	\$908,000	\$867,000
Corporate contributions	\$15,000	\$45,970
Interest income	\$443	\$1,078
Release of restricted assets	\$5,000	\$5,000
Release of restricted assets	-\$5,000	-\$5,000
<b>Total support &amp; revenues</b>	<b>\$923,443</b>	<b>\$914,048</b>
<b>Expenses</b>		
Total program expenses	\$853,107	\$840,896
Management and general	\$72,104	\$65,180
<b>Total expenses</b>	<b>\$925,211</b>	<b>\$906,076</b>
<b>Subtotal income over expense</b>	<b>(\$1,768)</b>	<b>\$7,972</b>
Net assets, beginning of year	\$396,017	\$388,045
Net assets, end of year	\$394,249	\$396,017

\* Unaudited



# COVID-19 Response & Efforts

Just as COVID has hit us on many fronts, our efforts in response have taken many forms. At the beginning of the pandemic, we were providing daily updates with government advisories, business assistance information, updated listings of open businesses, and local relief efforts, with additional updates on specific items as needed. Over time we switched to twice weekly updates, while also continuing to maintain a special page on our website sharing the latest relief and assistance programs available to businesses, nonprofits and members of the public, updated business listings with openings/closings, up to date information on the phases of reopening along with tools links and resources, among the many things listed below.

## Communications Response

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

704 LIC Businesses Contacted

651 LIC Businesses Listed

569 LIC Businesses Open

82 LIC Businesses Closed

175 BID Businesses Listed / Contacted

154 BID Businesses Open

15 BID Businesses Closed

6 BID Businesses Permanently Closed  
Clever Blend | Burger Garage | City Owlets | LIC Market | Corner  
Bistro | Ice and Vice

99 COVID-19 E-blasts

1000+ COVID-19 Social Media Posts

## Business Assistance

Our Business Assistance team has always served as a great resource to local businesses in the area. Through COVID-19 they expanded their services to become a central resource for city, state, federal and financial institution assistance information. They have shared up-to date guidelines, resources as well as helped individual businesses with any issues they have faced with applications.

13 Business Support Webinars

57 Businesses Supported with PPP Loans & Grants

## Advocacy and Recovery

We have maintained and created strong partnerships with different powerful institutions to be an effective voice in the community, including:

- Collaborating with the BID Association to create official proposals asking NYC to enact specific programs to save small businesses.
- Working with NYC's Department of Small Business Services to participate in roundtables to discuss effective strategies in supporting our community through the pandemic.
- Weekly discussions with the Queens Chamber of Commerce to discuss updates, trends, support strategies all specific to our Queens neighborhoods.

## Open Restaurants

NYC's Open Restaurant Program was an effort to implement a citywide multi-phase program to expand outdoor seating options for food establishments to promote open space, enhance social distancing, and help them rebound in these difficult economic times. We worked closely with the DOT to provide our businesses with the most up-to-date information regarding the program. Open Storefronts has also recently added to this program.

42 Participating businesses in the BID

## #SupportLICLocal campaign

This social media campaign aimed to bring together the community through supporting our local businesses in any way we can. We launched a **Community Testimonials** series on our Instagram feed to highlight the voices of our local business owners.

40 Support Local Banners

30 Support Local A-Frames

## Business Education Day

As part of the Business Education Day, we walked through every corridor of the district, to over 100 BID businesses with the **NYC Department of Consumer Affairs** to talk about necessary city regulations, tips on maintaining a safe work environment and maintaining compliance throughout the phases of reopening.

## PPE Distribution

We partnered with the NYC Department of Small Business Services with help from the Queens Chamber of Commerce to distribute free NYC face masks and face shields to local businesses. We recently added hand sanitizer; **thank you to Assemblywoman Cathy Nolan.**

75,150+ PPE Units Distributed 250+ Businesses





# Beautiful

We take great pride in keeping the neighborhood beautiful. We do this through our extensive horticulture program where we plant and maintain tulips in the Spring and begonias in the Summer in tree pits throughout the BID. We also plant and maintain plants in 90 lamppost flower baskets, as well as directly maintain the medians along Jackson Avenue. This summer for the first time, we began piloting tree pit lights.

The BID also partners with the NYC Department of Parks & Recreation to enhance and beautify the Queens Plaza Greenway and Dutch Kills Green. Our beautification efforts continue into the Winter months as well. This Winter we had 125 snowflakes and 3 skyline hangers go up around the district and while the BID funded almost all of the lights, we would like to thank Ravenswood Generating Station and Council Member Jimmy Van Bramer for their help in sponsoring additional lighting.



80 Tree Pits maintained  
15,000 Tulip Bulbs planted



2,247 Begonias planted



90 Hanging Baskets maintained  
1,760 Annuals (Hanging Baskets/Lampposts)

91 Banners in BID (180 total)

125 Snowflake Lights

3 Skyline Lights

100 Tree Pit Lights







Ambassadors (left to right): Fallou Niang, Baba Faye, Daouda Seye, Demba Sow, Gorgui Sene, Brahim Konate. (Not pictured: Djibril Drame)



14,086

Hours cleaning

184

Graffiti removed

75%

Increase in graffiti removals



40,728

Trash Bags filled

98

Trash Cans maintained

In addition to our team's graffiti removal, we also work closely with the MTA, LIRR, NYPD, and Business Owners to remove large-scale graffiti cases.

# 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.

Throughout COVID-19 they have expanded their cleaning efforts to thoroughly clean off all on-street furniture, open surfaces including but not limited to, benches, parking meters, trash receptacles etc. 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.

We continue to monitor closely what the next year will look like as the City cuts back on the budget for sanitation, though we are grateful for the work our on-street sanitation team provides as they prove to be more vital than ever through the pandemic.



Before



After



# Safe & Supportive

The BID works closely with NYPD's **108th and 114th Precincts**. We have hosted frequent in-person (pre-COVID) and virtual (during COVID) roundtable meetings where both NYPD Precincts and local business owners participate in discussions about recent community events, safety tips for businesses, and in general 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, keeping everyone updated on what is going on in the district.

The BID is also **Community Partners with the 108th Precinct**. We meet on a monthly basis to discuss crime trends, updates, and attend their frequent Build-A-Block Meetings to hear public concerns and opinions from around the district. Throughout the pandemic we have also engaged in many discussions with the NYPD commissioner and senior members from both NYPD Precincts to discuss relevant crime issues and tools on how to work in partnership to create a safe neighborhood.

We want the BID to be safe and supportive for everyone so we do regular district walkthroughs with **Breaking Ground**, a city-designated homeless outreach organization, as well as have 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.



**100** 311 Reports filed  
**16** Weather advisories / safety alerts

## NYPD Public Safety Webinar for LIC Businesses

Wednesday, May 13, 2020 11AM- 11:45AM

Please join the Long Island City Business Improvement District and NYPD's 108th Precinct for a Public Safety Webinar. Crime prevention strategies and general safety tips for businesses will be discussed as we look to make our neighborhood a safer place for all.

Attendees will have the opportunity to submit questions during registration.

More information and to RSVP visit  
[LICQNS.COM/NYPDWebinar051320](https://LICQNS.COM/NYPDWebinar051320)



LICQNS.com



# Community



Things have looked different this year and we have changed our efforts to support the community as much as we possibly can through the COVID-19 pandemic.

## September 2019: 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.

## November 2019: Volunteer Planting Day

The BID hosts a community-wide volunteer day each fall where local residents and employees gather to plant tulip bulbs in tree pits throughout the LIC BID. This past November we were joined by over 40 volunteers to help plant in **9,000 tulips in 80 tree pits**. A special thank you to Cub Scout Pack 90 for joining us this past November.

**40** Volunteers mobilized

## November-December 2019: Shop Small (Small Business Saturday)

**5,000** LIC Holiday Shopping Guides handed out

**180** Shop Small Tote Bags

**11** Businesses participated

**Plus** E-blasts, social media, local signage, ads

## December 2019: LIC Lights Up!

In partnership with the BID, the Chocolate Factory Theater organized LIC Lights Up, a holiday celebration of the lights in LIC. Council Member Jimmy Van Bramer, Assemblywoman Cathy Nolan, and other community leaders attended this festive event at Hunters point Community Park with carolers from Girl Scouts of LIC and SING LIC to help us light up the lights. This event was supported by Casa Enrique, who provided complimentary hot chocolate, and ProHEALTH Dental.

## October 2020: LIC Springs Back!

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

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

**82** LIC Businesses and Organizations participated

# Local

**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!



**90** Signs up in BID

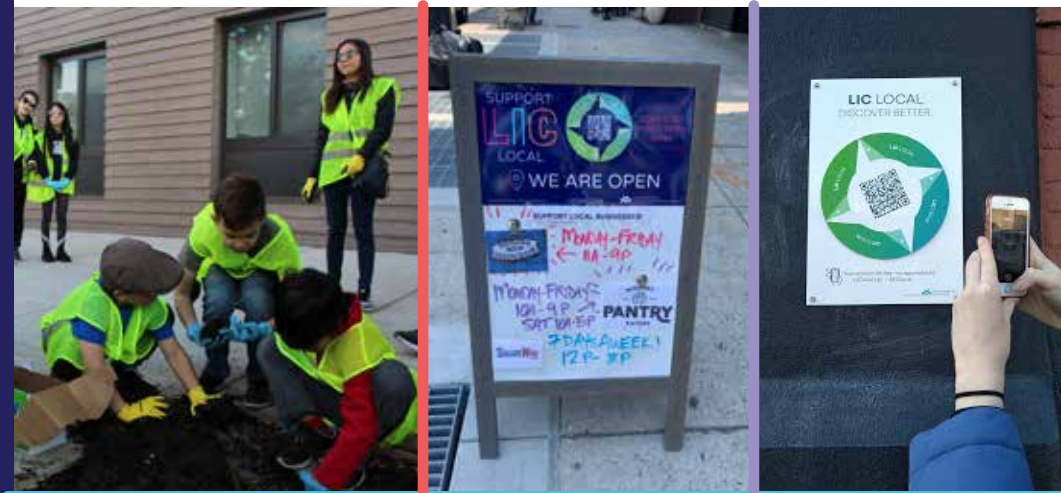
## Marketing Campaign: Mix Meet Make

Over the last year we have fully rolled out our Mix Meet Make marketing campaign across all channels. This includes full website and newsletter redesigns as well as enhancing our social media presence to highlight the campaign.



**liclocal.nyc**  
#liclocal

**SUPPORT**  
**LIC**  
**LOCAL**



## Welcome New BID Businesses!

\*New Commercial Tenants

### North District

Starbucks  
Pom's Gourmet Market  
City MD Urgent Care  
Honey Nail Salon  
Yoyoso  
Planet Fitness  
Playhouse NYC Daycare

Murray's Cheese  
Gong Cha  
Enoteca  
Bloomingdales\*  
Centene\*  
Estee Lauder\*  
The Jacx\*

### South District

Chairman Sun  
Taste Creme  
Favor Lashes  
Hupo  
Pop's Deli  
Orange Theory  
Yin Hot Pot

F45 Training NYC  
Kitchen Plus More  
Beanstalk Cafe  
Dion Spa  
R40  
Yumpling  
Dussan Eye Care



FY20 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  
Etaí Gross, G Holdings  
Steve Novenstein, UOVO  
Aaron Shirian, Lions Group  
Alan Suna, Bridge Plaza Associates  
Gretchen Werwaiss, Werwaiss & Co., Inc.

South Subdistrict

Andrew Anzalone, 47-18 Vernon Boulevard  
Eric Benaim, Nardone Properties, LLC  
Gianna Cerbone-Teoli, Cerbone, Vincenzo  
Paul Cutrone, Vernon II  
Roseanne DeRiso, 1076 Jackson Assoc., Inc.  
Paul Finnegan, Failte Care Corporation  
Dr. Angelo Ippolito  
Paula Kirby, Plaxall, Inc.  
Richard Nieto, 10-87 Jackson Ave LLC

Class B - Commercial Tenants

North Subdistrict

Chris Doeblin, Book Culture  
Henry Goodfriend, Estee Lauder Companies Inc.  
Margaret McCue Guillon, MetLife  
Gary Kesner, Silvercup Studios  
Shih Lee, Sapps  
Victor Nair, Lucky Pizza  
Lisa Reifer, JetBlue Airways Corporation

South Subdistrict

Nina Brian, The Mill  
Patrick Burke, Woodbines  
Ellen Day, BrickHouse Ceramic Art Center  
Donna Drimer, Matted LIC  
Jerry LaSpisa, M&T Bank  
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  
NYC Comptroller Scott Stringer  
Acting Queens Borough President Sharon Lee  
NYC Council Member Jimmy Van Bramer

Class E - Non-Voting Members

Queens Community Board 1  
Queens Community Board 2

LIC Partnership Staff

Elizabeth Lusskin  
Executive Director, LIC BID  
President, LIC Partnership

BID Operations

Raymond Webb  
Director of BID Field Operations  
Angelica Hart  
BID Operations Manager

Business Assistance

Charles Yu  
Director of Business Assistance  
Osagie Afe  
Manager, Business Assistance  
Radley Ciego  
Area Manager, IBZ East

Community Development

Madeleine Levin  
Project Manager,  
Community Development

Marketing and Events

Alexis Hoffman  
Senior Manager, Marketing &  
Community Relations  
Carla Nicdao  
Director of Events

Administration

Jean Lateef  
Director of Fiscal Operations  
Ying Huang  
Chief of Staff  
Zachary Stuart  
Administrative Assistant

Join our new  
texting service!

Receive important updates  
on the neighborhood. **Text**  
**LIC BID to (929)-269-8848.**

  
Long Island City  
Business Improvement District

LICQNS.com